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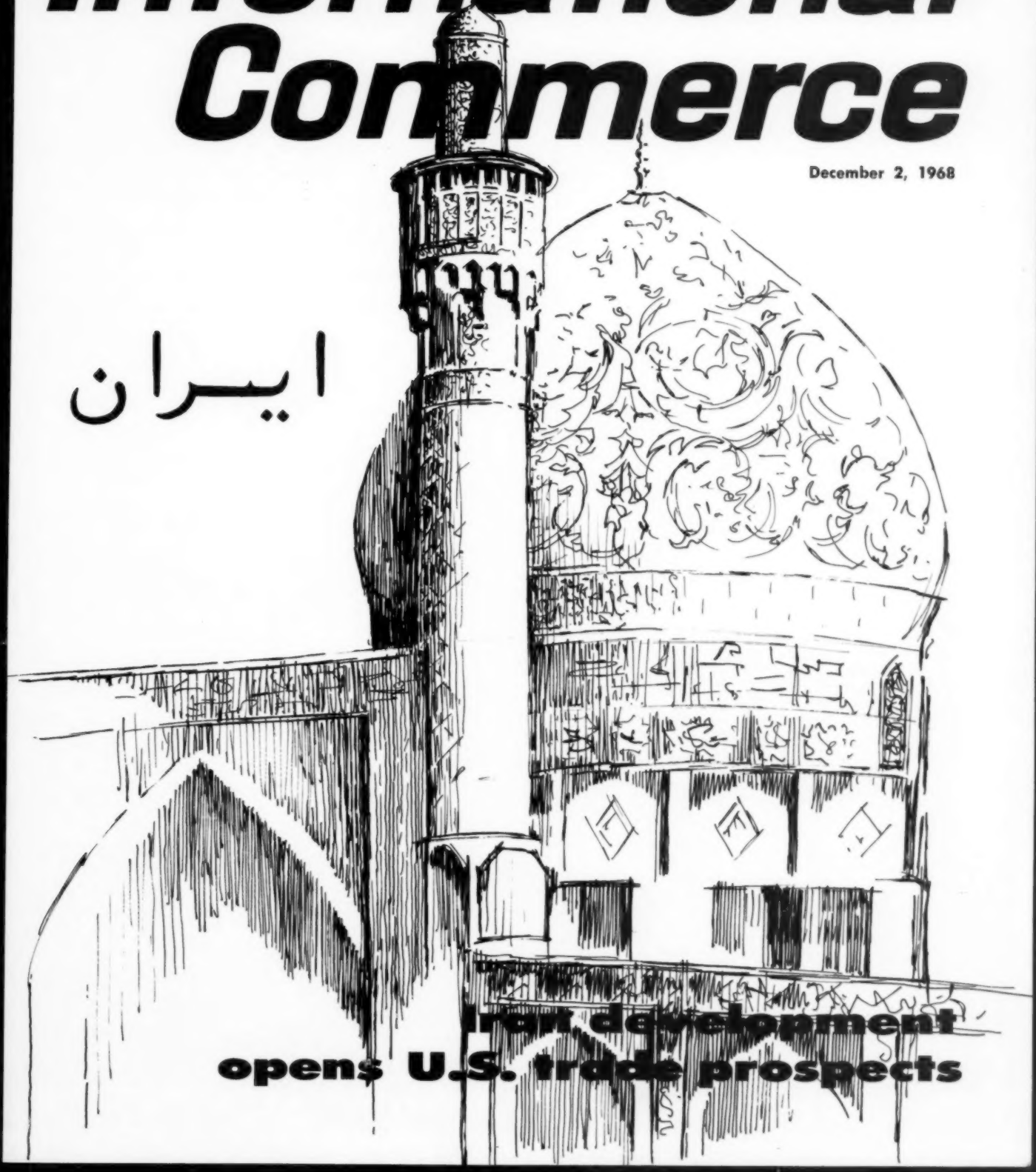

Iran development opens U.S. trade prospects

International Trade Winds Newsletter

Company News

VALVES AND CONTROLS—Studebaker-Worthington, Inc. has announced the formation of a new worldwide subsidiary, Masoneilan International, to manufacture and sell its valve and control products. Masoneilan International will have its headquarters in Norwood, Mass. It will consist of the Norwood and Montebello, Cal. plants of the former Worthington Controls Co., which had been a division of Worthington Corp.; the Worthington Controls Division at Conde sur Noireau, France; Worthington International, S.p.A., Naples, Italy; Masoneilan, S.A., Barcelona, Spain; and Worthington Controls Co., Ltd., London. It will also comprise valve-manufacturing licensees, formerly of Worthington Corp., in Canada, Mexico, Japan, Australia and the United Kingdom.

CHEMICAL PROCESSING EQUIPMENT—Selas of America (Nederland) N.V. a wholly-owned subsidiary of Selas Corp. of America, Dresher, Pa., has made the final shipment of units for a hydrogen plant under construction at Homs Refinery of the General Petroleum Authority of Syria. The $3 million contract for this installation was awarded to Selas by Technoexport of Prague, Czechoslovakia, the overall contractor for the refinery extension at Homs. Complete Industrial Plants of London, England served as collaborators in this project. At Homs, Selas-Nederland is supplying the ICI steam naphtha reforming process, process design and engineering, as well as the equipment and technical services for the high-purity hydrogen plant. Selas Corporation of America supplied the patented ICI Steam Reforming Process through a license agreement with Imperial Chemical Industries, Ltd.

CHEMICALS—Michigan Chemical Corp., Chicago, has concluded an agreement with Berk, Ltd., of London, for the exchange of know-how in the use and application of flame retardant chemicals. Berk will manufacture Michigan Chemical's flame retardants Firemaster T23P and Firemaster LV-T23P in the United Kingdom. They will be ready to serve the market in the United Kingdom and the other EFTA countries by the first of the year.

Meet the Kid, was a message in this column last May, referring to a low-cost all-terrain vehicle developed by LTV Aerospace Division. Still being refined then as the answer to Southeast Asia's urgent request for a 20th Century successor to the water buffalo, it is now definitely heading for the market. Orders for more than 8,000 vehicles represent a base for first-year production. Commerce's Bureau of International Commerce worked with international agencies to get U.S. firms interested in this kind of project, and assisted LTV in demonstrations and sales campaigns.

From the Netherlands to Oregon have come 35 undergrad and grad students in international business, learning U.S. methods in marketing, finance, management and other commercial areas. Their training is the result of an exchange agreement between the U. of Oregon and the Netherlands School of Business. Company queries about positions for these students when they return to Europe are being received by Dr. Mark F. Greene, College of Business Administration, U. of Oregon, Eugene, Ore.

A tip from P. F. Shepherd of "E" Award-winning Circle Seal Products, Anaheim, Calif. (whose exports went up 55% more in the year after the award was won): "...vigilant avoidance of the three Rs so disastrous to the overseas distributor --Return for Replacement or Repair. Problems involved in returning an unsatisfactory product will quickly and effectively kill the enthusiasm of the salesman. By the same token, his reputation is enhanced when he sells a product which gives customer satisfaction."

When venetian blind maker Levolor Lorentzen brought 11 Dutch businessmen to their Hoboken, N.J., plant recently, the Consul of the Netherlands in New York came along, too, to help the company welcome his fellow countrymen. This export sales promotion not only included a visit to a modern U.S. production setup, but to some advanced installations for Levolor's products in Manhattan's skyscrapers.

Aware of the innovations by the Foreign Credit Insurance Association to provide broader and more flexible coverage and procedures? FCIA is already getting favorable comments about them from foreign traders and their bankers. Details of the changes were reported in our issue of Oct. 28, page 5.

NOTICE: This information is offered to preview or provide informally brief and varied comment on Bureau of International Commerce worldwide export and investment promotions. It is not final and does not substitute for detailed know-how and analysis in our regular news columns.

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the cover

Iran's current development plan, aiming at an average annual growth of 9% in the national income, offers good prospects for increasing U.S. sales there. Details are given on pages 2-7. The cover this week —a mosque in Isfahan—reflects the charm of the city which served as the capital of the Persian Empire in the 1600's. Iranian Prime Minister Amir Abas Hoveyda will meet with U.S. officials in Washington this week.

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PRIME MINISTER'S VISIT IS FOCUS

Iran plan will spur trade

New development program offers bright prospects for sales of U.S. goods and services

By JOHN M. PERRY
Near East-South Asia Division, BIC

Iran's Fourth Development Plan, now in effect over the next five years, offers encouraging prospects for increased sales of U.S. goods and services to that friendly and fast-growing country.

PERRY

The Plan Organization, an independent government agency charged with administering the development program, has already approved a variety of projects requiring foreign equipment and technology. Competition is keen and credit terms are an important consideration, but the opportunities are bright for suppliers willing to make the extra effort required to sell goods in the Iranian marketplace.

The Plan, which calls for total investment of 810 billion rials (about $11 billion), stresses agricultural and industrial development aimed at making Iran more self-sufficient in essential foods and industrial raw materials. Agriculture and industry are to receive almost half of the total investment, compared with less than 35% under the $3 billion Third Plan (1962-67).

Well-laid foundations

Special emphasis is put on development of basic industries—iron and steel, aluminum, petrochemicals—for which the foundations were laid during the Third Plan. Over the next five years the new Plan aims to achieve annual growth rates of 15% in industry and mines, 5% in agriculture, 15% in oil and gas production, and 22% in the supply of electricity. The overall target is an average annual growth of 9% in the national income.

Other objectives are to expand social welfare services and public education, strengthen the nation's defense capability, and increase per capita income by 7% a year, from the present $220 to $307. At the same time every effort will be made to maintain the price stability that has prevailed during the last four years due to government price controls on a variety of products.

The accelerated economic growth of Iran during the next five years will probably push the country's imports from the level of $1.2 billion for the year ending Mar. 20, to over $2 billion by 1973. U.S. exports to Iran, currently $215 million or about 18% of the Iranian market, are also expected to increase.

Most promising prospects

The most promising prospects for U.S. exports to Iran during the Fourth Development Plan are capital goods for new industrial plants and equipment for infrastructure projects: specialized industrial machinery, mining equipment, agricultural implements and chemicals, food processing machinery, irrigation pumps, electric power generating and transmitting equipment, oil field equipment, roadbuilding and construction machinery, transportation equipment, telecommunications equipment, hospital and medical equipment, and textile machinery.

Of the total $10.8 billion planned capital expenditures under the Fourth Plan, $6.4 billion is expected to come from the Government of Iran. This is more than twice the amount of public investment projected under the Third Plan.

Private interests are expected to make a fixed capital investment of $4.4 billion.

Development projects are to be financed from oil revenues, 80% of which are allocated to the Plan Organization, and by domestic and foreign borrowing. Oil revenues totaled $848 million for the year ending Mar. 20. The Government of Iran projects an annual increase in oil income of 19% during the Fourth Plan, which would amount to over $2 billion in 1973.

The foreign credits target for projects during the Plan is $2 billion. The Fourth Plan period began with a carry-over of more than $1 billion in unexpended foreign credits, and international credit agreements recently signed—primarily with the Soviet Union and Eastern European countries—bring Iran within a few hundred million dollars of the target.

Industrialization emphasized

By industrializing the country it is hoped to minimize imports, diversify exports, and reduce the dependence of the economy on oil revenues. Under a regional development policy, industrial poles or centers are being established and ex-

Iranian leader visiting U.S.

Iranian Prime Minister Amir Abas Hoveyda is making an official visit to the United States this week. Included in his itinerary are stops in New York, Washington (where he will meet with the President, the Secretary of State, and other high officials), and Florida. He will also be greeted by the World Affairs Council of Los Angeles.

HOVEYDA

Prime Minister Hoveyda, a key official in the implementation of Iran's development programs, first became Prime Minister in January 1965. As provided by the Constitution he resigned after the parliamentary elections of October 1967, but was again called on to form a Cabinet. His program as presented to the Parliament in October 1967 during the time of the coronation of the Shahanshah is essentially the Fourth Development Plan.

The 50-year-old Prime Minister is a former Minister of Finance. A career diplomat, he became UN Commissioner for Refugees at the time of the 1956 Hungarian uprising and was later appointed Chairman of the Board of the National Iranian Oil Company.

panded in various parts of the country outside the capital city of Tehran: iron and steel at Isfahan, tractors and machine tools at Tabriz, pipe and rolling mills and aluminum at Ahwaz, heavy machinery at Arak, petrochemicals at Bandar Shahpur, petroleum refining and telecommunications at Shiraz, and sheet glass at Ghazvin.

Surveys will be made to determine the industrial potential of Rasht, Meshed, and Kermanshah. Subsidiary industries will be developed around the industrial centers. The Fourth Plan also envisages the establishment of agro-industrial centers at Kermanshah, Hamadan, Varamin, and Dezful.

Four American firms known as the Iran Development Consortium (Bethlehem Steel, Westinghouse, F.M.C., and Bechtel) recently signed a contract with the Iranian Government for a study looking toward the development of the southern region centering on the port of Bandar Abbas at the entrance to the Persian Gulf. An iron and steel plant is being built at Isfahan with Soviet assistance. A machine tool factory is being constructed at Tabriz with Czech aid, and a heavy industrial and agricultural machinery plant at Arak with Russian help. A tractor factory is under construction at Tabriz with the assistance of Romania.

Eximbank helps

A steel pipe mill has been erected at Ahwaz by the Torrance Machinery and Engineering Co. of Los Angeles with the financial assistance of the Export-Import Bank. A rolling mill has been built at Ahwaz by Philipp Brothers, of the United States, and Demag of West Germany.

A major petrochemical plant is under construction at Bandar Shahpur as a joint venture with Allied Chemical Corp. A polyvinyl chloride plant is being built at Abadan under a joint venture agreement with B. F. Goodrich Co., and a sulphur-liquefied petroleum gas plant is under construction at Kharg Island, in the Persian Gulf, under a similar agreement with Amoco. The Abadan and Shahpur petrochemical projects are being assisted by Export-Import Bank loans.

Allied Chemical also has an interest in a nylon fiber plant being built in Tehran. A new chemical plant equipped with Romanian machinery is to be established near the existing fertilizer plant at Shiraz.

An aluminum plant will be built, either at Ahwaz or Arak, jointly with Reynolds Metals Co. and the Government of Pakistan. (Iran is a partner with Pakistan and Turkey in the Regional Cooperation for Development (RCD).) Machinery for the Ghazvin sheet glass factory, which started production in May, was supplied by the General Glass Co. of Denver, and the Pan Alliance Corp., of the United States, has an interest in the Iranian plant. At Shiraz a new petroleum refinery is planned, and a telecommunications equipment factory will be built with the help of Siemens of West Germany.

Iran's automobile industry is developing rapidly under the Government's policy of limiting domestic production to designated manufacturers. American Motors Ramblers and Kaiser Jeeps are assembled at one plant. Another factory assembles a Rootes Company Hillman known locally as the "Peykan." Other vehicles now being assembled in Iran are Fiats and Land Rovers, and a license has also been issued to Citroen.

Import duties hurt

High import duties and taxes will restrict imports of assembled vehicles. By 1973 most of the cars sold in Iran will be manufactured locally.

Mack, Leyland, Volvo, and Mercedes-Benz trucks are assembled in Iran. Diesel engine plants will be built at Tabriz under joint venture agreements with Leyland Motors and W. H. Dorman of the United Kingdom and Mercedes-Benz of West Germany. Agricultural tractors will be manufactured in a plant at Tabriz under an agreement with Romania.

The wide range of industrial projects under the Fourth Plan suggests greatly increased needs for construction machinery. Rising competition is to be expected from the USSR and Eastern Europe, but the demonstrated superiority of U.S. equipment works to the advantage of American exporters. The United States should be able to maintain its market for internal combustion engines, and the power requirements of industrial plants to be built during the Fourth Plan should create a demand for other types of engines.

U.S. sales of components will depend on the volume of Ramblers, Jeeps, and Mack trucks assembled in Iran. The market for diesel engines will decline after 1971 when local assembly starts up, using components from the United Kingdom and West Germany.

Private industry will be encouraged to invest in the following: paper, rolling mills, cement, viscose, chemicals, rubber, chemical fertilizers, cold storage, glass and crystal ware, china, electronics, filters, bicycles and motorcycles, vehicles, compressors, cables, electric motors, weighing equipment, pipes, dairy products, sugar, dried fruit, canning, date packing, vegetable oil, beverages, cattle and poultry feed, carpets, handicrafts,

Planning in Iran—past performance

Economic development planning in Iran began with the establishment of a High Economic Council in 1937. Development activities were interrupted by World War II, but in 1948 the present Plan Organization was established. Three development plans have since been completed: the First Seven Year Plan (1948-55), the Second Seven Year Plan (1955-62), and the Third Five Year Plan (1962-67).

Activities under the First Plan were curtailed because of the nationalization of the oil industry in 1951. Expenditures, although originally budgeted at $280 million, amounted to only $55 million and were mainly allocated to reorganization of already existing government-owned industries.

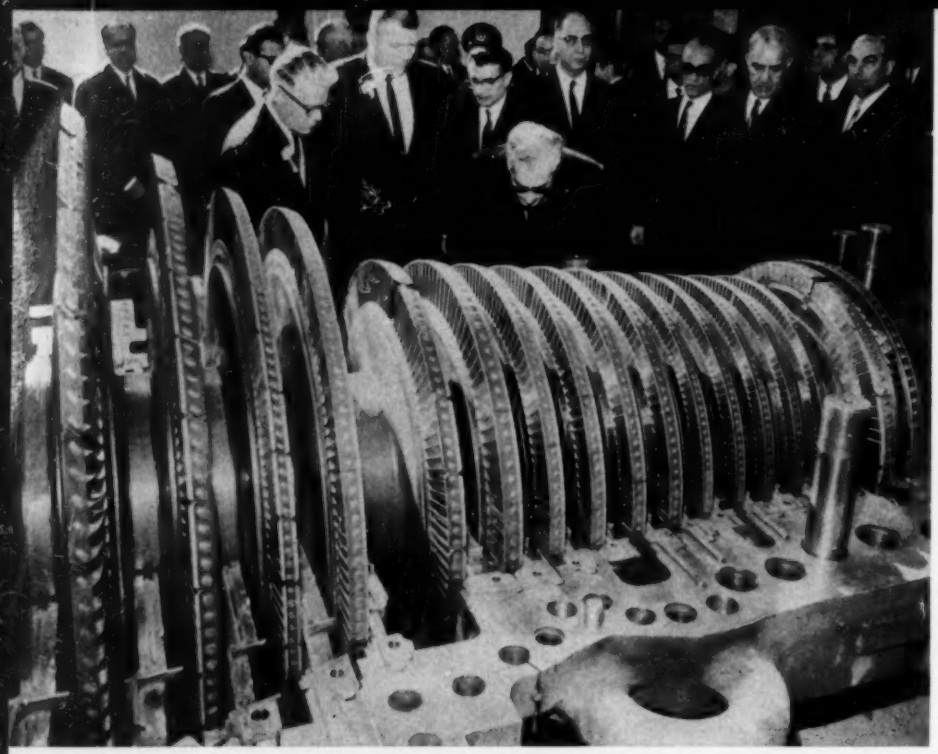
The main emphasis of the Second Plan was on agriculture and communications. Major power and irrigation dams and 3,417 miles of roads were built. Expenditures, slowed by balance of payments difficulties, amounted to $1 billion.

The primary objective of the Third Plan, which called for an investment of $3 billion, was to increase national income by 6% a year. This was achieved. Basic economic facilities and industrial projects were expanded and work was begun on iron and steel, petrochemical and aluminum industries.

Economic indicators
(millions of dollars)

	1964[1]	1968[1]
GNP (current prices)	4,994	7,141*
Oil revenues	483	848
Total imports	519	1,206
Imports from U.S.	82	215
Total exports (excluding oil)	127	182
Cost of living index (1958 = 100)	112	122

[1] Year ending Mar. 20.
* Estimate.



STRONG INTEREST AT THE HIGHEST LEVEL has been a key element in the success of Iran's development effort. Above, the Shah inspects a GE steam turbine being installed at a Farahabad power plant.

wood processing, pharmaceuticals, and textiles.

Fisheries and related industries will be developed in the Caspian Sea, Persian Gulf, and the Gulf of Oman. Military industries will be expanded.

Mining projects under the Fourth Plan include the establishment of copper and lead mines and exploration for new ones, and exploitation of the Muteh gold mine. These projects are being financed by Soviet credits. If U.S. companies are invited to participate in exploration for copper and sulphur, there will be increased sales of U.S. mining equipment.

The Fourth Plan stresses growth of the agricultural sector in order to increase food supplies and also as a hedge against price rises. The area under cultivation is to be increased from 17.5 million acres to 18.7 million acres, and yields are to be raised through mechanization, fertilization and better crop management.

Provides chances for U.S.

The emphasis on increasing agricultural production provides additional opportunities for U.S. exports of chemical fertilizers and insecticides, at least until Iran completes its own production facilities in 1972-73. Animal husbandry projects under the Plan should increase the demand for veterinary preparations, which are produced in Iran from imported raw materials, and for animal feed.

Opportunities for sales of American agricultural implements and medium- to large-sized agricultural tractors should be enhanced by the Plan's stress on mechanization of agriculture. Limiting factors are the barter agreements signed with Russia and East Europe which include agricultural implements, and the agreement concluded with Romania for production of small tractors in Iran.

Projects under the plan may also create increased demands for food processing equipment from the United States.

Iran is semi-desert and the lack of water greatly hampers agricultural development. The Fourth Plan aims to increase the quantity of water for irrigated farming by 15%. Agricultural centers are being established in areas with favorable natural resources, near dams, or in places where modern irrigation methods can be applied. Projects under the Plan are concerned with completing irrigation networks of dams already constructed, building new dams, drilling wells to exploit underground water resources, and desalinization of water in the areas of the Great Salt Desert, the Gulf of Oman, and the Persian Gulf.

Perhaps the most extensive project is the Dez irrigation scheme in Khuzistan Province. The Ministry of Water and Power is expected to invite international bids in January 1969 for contracts for canals and pumping stations totaling $35 million. Other important water development projects are being carried out in the Ghazvin and Jiroft areas.

Establishment in Iran by an American firm of facilities for assembling deep well turbine pumps should increase imports of pumps and components from the United States. Competition from the United Kingdom is rising in the supplying of reciprocating pumps.

Transport modernized

Special importance is being given in the Fourth Plan to solving the country's growing transport problems and to developing adequate roads, railways, harbors, and airports. Studies are being made of the Persian Gulf ports of Bandar Abbas and Bandar Shahpur, as well as the Caspian Sea ports. It has been decided to develop Bandar Shahpur and to build highways to link Bandar Abbas with Shiraz and with the Isfahan-Bafgh railway. A preliminary survey has shown that the existing highway system meets only about one-third of the country's minimum road requirements.

The Fourth Plan allocates $676 million for road construction and repair. Expensive and unnecessary road projects will be avoided, and emphasis will be put on feeder and rural roads urgently needed to open up agricultural areas. Transport projects will be related to the needs of

Public Investment (1968-73)
(in billions of dollars)

Industry and mines	1.3
Transportation (road, ports, airports)	1.1
Agriculture and animal husbandry	.9
Water	.6
Electricity	.5
Education	.5
Oil and gas	.3
Housing and construction	.3
Telecommunications	.3
Health	.2
Other	.4
Total	**6.4**

Private Investment (1968-73)
(in billions of dollars)

Industry and mines	1.3
Oil and gas	.6
Agriculture and animal husbandry	.6
Water and electricity	
Other	1.9
Total	**4.4**

Source: Government of Iran Plan Organization

industrial and mining projects. The plan aims to construct or repair 5,716 miles of asphalt roads and to build 7,767 miles of rural roads.

A new international airport will be built at Tehran as well as several smaller airports in other areas. Iran already purchased four Boeing 727's and is expected to continue buying U.S. passenger jet aircraft. Iranian requirements for the next five years are estimated at ten such aircraft costing $60 million.

A railway equipment plant is included in the Fourth Plan, as well as construction of 961 miles of main and feeder railway lines.

Plans for expanding the country's railway system could well result in significant sales of U.S. locomotives and equipment. The large expenditures projected for building and improving roads, port facilities, and airports augur well for exports of U.S. construction machinery.

Oil, gas projects

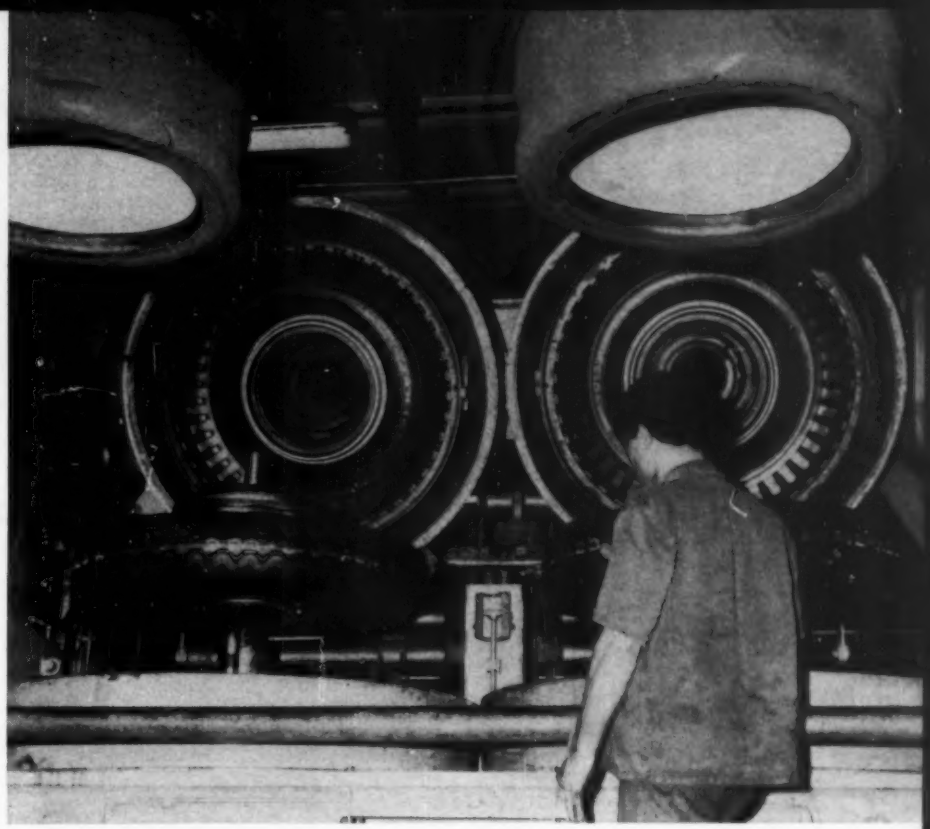
Projects for development of the oil industry under the Fourth Plan include exploration and exploitation, refining, and pipelines. The recently inaugurated Tehran refinery was designed and built by Fluor International. The new Shiraz refinery is scheduled to be completed in late 1969. Continuing development of the country's key petroleum industry should provide good opportunities for sales of U.S. oilfield equipment.

The major project in the gas industry is the construction with Soviet assistance of a pipeline from Iran's southern oil fields to Astara on the Russian border. The pipeline, for exporting natural gas to the Soviet Union and supplying Iranian cities en route, is scheduled for completion in the early 1970's.

The main objective of the ambitious electrification program is the generation and transmission of sufficient electric power to meet the country's industrial, agricultural, commercial and private requirements. New large generating facilities are planned, as well as the installation of a national grid. The Plan projects a rise in power consumption from 4.5 billion kilowatt hours to 12 billion kwh. at the end of the period. Per capita consumption is expected to increase from 175 kwh. to 400 kwh.

The recently completed 247.5 megawatt Farahabad Power Station in South Tehran was designed and constructed under the supervision of Sanderson and Porter, Inc., and General Electric supplied the power units.

U.S. thermal generating equipment is strongly favored by Iran. Sales of American power generating equipment will depend on the demand for large-sized thermal generating equipment and smaller diesel units, which is expected to rise. Opportunities should also increase for sales of turbines and transmission line equipment.



AN AMBITIOUS ROADBUILDING PROGRAM is a leading feature of Iran's new development plan, reflecting the nation's transport needs. General Tire's plant in Iran, above, also helps fill needs.

The Fourth Plan calls for expansion of the country's telephone, telegraph, radio, television, and postal systems. Microwave networks built during the Third Plan under CENTO auspices will be extended. The country's domestic and international telecommunications facilities will be greatly expanded and improved. Postal services will be modernized.

Iran has recently acceded to the International Communications Satellite Agreement (INTELSAT) and has signed a contract with Page Communications, a Northrop subsidiary, for construction of an earth satellite station.

The Plan provides for meeting the expected demand for 300,000 new telephone lines, more than three times the number laid during the Third Plan. Also planned in cooperation with Siemens is a telecommunications equipment plant at Shiraz.

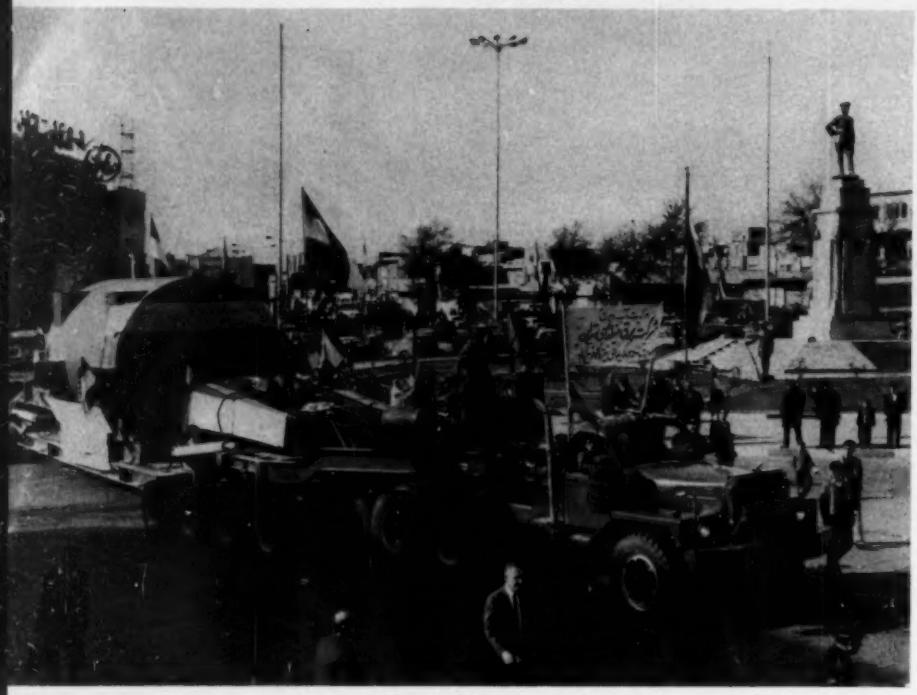
Of the total allocation for telecommunications projects, $140 million is earmarked for imported equipment over the next five years. American telecommunications firms are active in Iran and although competition is keen the United States should obtain a major part of this business. Feasibility studies are being made by Melpar. The planned development of telecommunications should enhance prospects for sales of U.S. radio transmitters and related equipment.

Education gets priority

The Fourth Plan gives special emphasis to education and training, reflecting the government's real concern with the need to combat illiteracy and provide trained manpower to speed up development of the country. A new system of education will extend educational facilities to all children, especially in rural areas, developing young people's talents and directing them in accordance with the country's social and economic needs.

Special priority will be given during the Plan period to technical and vocational training in order to provide the specialized manpower needed for industrial and agricultural development. Schools and universities will be modernized and the latest equipment utilized, including programmed learning, radio, and closed circuit television.

A modern electronic learning system is being supplied to the University of Ahwaz



MANY U.S. FIRMS HAVE PROFITED from Iran's friendly view of foreign investors. Mack trucks, such as this one carrying a 200,000-pound load through downtown Tehran, are being assembled in Iran.

by the Raytheon Co. of Lexington, Massachusetts. Other projects under the Plan should provide opportunities for further sales of American educational equipment.

The Plan calls for expansion of health services in the belief that improved public health is not only beneficial to private individuals but to the country's economy. Investment in health is expected to increase productivity, thereby raising both individual and national income.

A total of 145 health centers are to be set up throughout the country for health education as well as prevention and treatment of disease. Urban medical facilities are to be expanded (14,500 additional beds) and improved; training programs and medical research are to be increased and modernized. Attention will be given to family planning, industrial and agricultural safety, school health programs, public nutrition and sanitation.

The Plan's emphasis on public health programs should result in increased sales of U.S. medical eqipment, hospital and laboratory supplies.

Tourism being promoted

The Iranian Government recognizes that tourism raises foreign exchange income and stimulates the economy by encouraging construction of facilities and creating additional employment. Iran is also mindful of the cultural and social benefits to be gained from domestic and international travel. Efforts will be made to expand and improve tourist accommodations (hotels, restaurants, camping and recreational facilities), step up publicity, train guides, organize and supervise shops and other services catering to tourists.

Increased promotion of tourism should raise new demands for U.S. goods and services. Pan American Airways has concluded an agreement with the Iranian National Tourist Organization on an Intercontinental Hotel project in Tehran. American firms should be able to supply hotel and catering equipment, public relations services, and various other items to the Iranian market.

Housing needs

Housing and construction expenditures under the Fourth Plan enhance prospects for U.S. exports of air conditioning, heating, and other equipment.

Although the country's trade policy is fairly liberal, Iran bans the import of certain items, generally those products which compete with locally-produced goods or which can be imported under bilateral trade agreements. The move toward barter agreements with Communist countries and the attractive credit terms offered by other free world suppliers make Iran an increasingly competitive market.

Investment opportunities

The following industrial projects under the Fourth Plan are currently listed by the Iranian Government as foreign investment opportunities (these projects are subject to frequent change and this list should serve only as a general guide):

► A plant to manufacture machinery and equipment for the chemical, petrochemical and petroleum industries (high pressure vessels, storage tanks, heat exchangers), and the required valves, fittings and pumps; ferro-manganese and ferro-silicium plants; a ferro-chrome plant; shipbuilding facilities (vessels from 2,500 to 15,000 tons); and plants to make sewing machines, spare parts for imported textile machinery, and automotive parts (coils, switches, plugs and fuses, dynamos, starters, gauges and instruments, wheel rings and covers, hydraulic brakes, fuel pumps, clutches, gears, differentials, steering systems, carburetors, and service equipment).

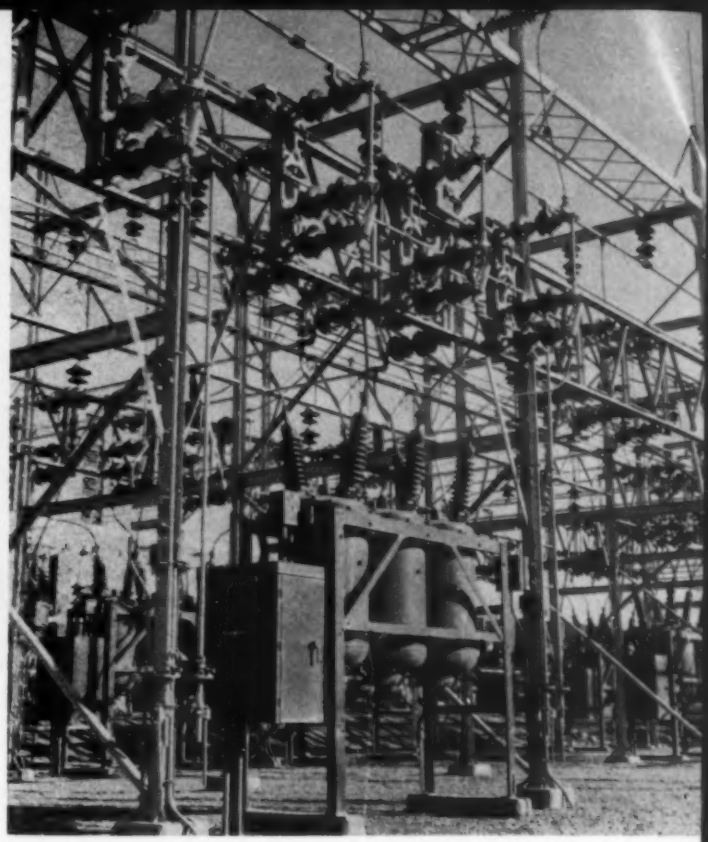
► Possibilities for joint investment in the heavy electrical equipment industry: steam turbo-sets of 110 and 200 megawatts, gas turbo-compressor sets of 10 megawatts, hydro-alternators for 140 megawatts, induction electric motors over 600 kilowatts, diesel generators over 500 kilowatts, power boilers and fittings, transformers, and switch gears for the foregoing power plants.

► Foreign investment is also desired in plants for tin plate manufacturing for foods and oil canning, oil and gas control instruments (pneumatics) including flow, pressure, temperature controller and recorder; gauges, alarms, meters, relay systems, gray cast iron foundry (approximately 10,000 tons), steel foundry (approximately 10,000 tons), forge shop (approximately 4,000 tons); and railway freight cars with 30-ton to 50-ton loading capacity, four axles.

► Joint venture possibilities in the chemical and petrochemical industries: ethylene, methanol, isoprene, caprolactum, carbon black, DDT and BHC, malathion, litopon, polyethylene, polyisoprene, aromatics, dyestuffs, and organic pigment dyes.

► Joint ventures in industrial chemical production: sodium hydrosulphite, carbon disulphide, sodium tripolyphosphate, and aluminum sulphate. Also in fabrication of synthetic fibers: viscose rayon, polyester, and nylon.

► Although sufficient quantities of packaged pharmaceuticals are locally produced, there are opportunities for foreign



IRAN DEVELOPMENT PLAN'S GOALS will mean heavier imports of items in which U.S. suppliers are in a strong competitive position. At left, U.S. bulldozer works on a road in the Caspian region, while at right is U.S.-made equipment in a switchyard of the Tehran Regional Electric Co.

investment in the production of basic raw materials: streptomycin, chloramphenicol, dextrose, vitamin C tetracycline, penicillin, acid for amino salicin, and yeast.

► In food processing industries: production of wine, starch and glucose, baby food, canned vegetables, and vegetable oil.

► Foreign investment is also desired in the following miscellaneous manufacturing operations: ceramic and glass insulators, typewriters, calculating machines, duplicating and photographic printing machines and apparatus, lenses (corrective, finished, unmounted), microscopes, clocks (wall, table, and alarm), medical and surgical instruments.

Loans lead to sales

Many projects under the Fourth Plan will be financed through foreign loans and credits in accordance with the Iranian Government's policy of limiting current outflows of foreign exchange in order to maximize the rate of economic development. The machinery and equipment for these projects will generally be procured from the country or company that provides the financing.

Foreign financing is being sought for the following types of projects currently being planned, but subject to change. Foreign exchange requirements (shown in parentheses) are estimated to total about $1 billion:

Industrial and mining ($403 million)—plants for sulphur, ethylene, tetraethyl lead, urea No. 2, sulphur mining, second stage of Shahpur petrochemical complex (ammonia, urea No. 1, insecticides, melamine, and glycol), and development of fisheries.

Transportation ($203 million)—road construction and maintenance (including $7 million for road maintenance equipment), port construction and equipment, railway projects (including procurement of passenger cars, rails, sleepers; and construction of roadbeds), traction equipment for steel mill, and new airport at Gorgan.

Telecommunications ($98 million)—microwave systems, long distance automatic telephone facilities, local telephone exchanges, expansion of national radio network, expansion of postal centers, and construction of ground station for communications satellites.

Electric power ($164 million)—generating units, distribution systems, transmission lines, and dam power stations.

Agriculture ($15 million)—livestock development, heavy agricultural equipment (land leveling and drainage), technical and laboratory equipment (veterinary), and plant pest control.

Water ($113 million)—construction of dams and irrigation canals, water desalinization, and establishment of hydraulic laboratories.

Education ($63 million)—laboratory equipment for higher education, laboratory and workshop materials and equipment for technical, vocational, and agricultural training, skill improving and training centers.

Plan translated

An English translation of Iran's Fourth Development Plan has been printed and a limited number of copies are expected to become available in the near future on a loan basis from the Near East-South Asia Division, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230. An announcement will be made in *International Commerce*.

TRADE CONVENTION REPORT: II

NFTC asks end to controls

Call for termination of restrictions on foreign investment was constant meeting note

This second report on the 1968 National Foreign Trade Convention follows one published in the Nov. 25 issue.

By CLARENCE M. ZENS
Managing Editor

NEW YORK—In accord with an audience described at one point by New York banker George H. Chittenden as "aching" for the removal of Federal restrictions on foreign investment, and in the wake of a series of urgent calls by its speakers, the 55th National Foreign Trade Convention asked for the termination of the controls "at the earliest possible date."

The convention declaration said the restrictions are "inherently self-defeating and thus clearly unwise. They penalize private business which historically has provided the significant plus factors in the U.S. balance of payments."

This judgment followed such comments as those by keynoter Robert S. Oelman that the program is jerry-built and outmoded (see Nov. 25 issue, page 2), by Standard Oil executive Emilio G. Collado that it sets an example to the world contradictory to U.S. free trade principles, by Lyman C. Hamilton of International Telephone and Telegraph that it could lead to a dismantling of U.S. investment overseas, and by Dr. Jack N. Behrman of the University of North Carolina that it is founded upon confused assumptions and is having effects opposed to its intentions.

U.S. FOREIGN TRADERS gathered in the Waldorf-Astoria hotel ballroom for their 55th meeting.

Charles E. Fiero, who administers the program as Director of Commerce Department's Office of Foreign Direct Investment, told the convention that an end to the controls now could result in a balance-of-payments drain in 1969 of $3.5 to $4 billion. He told of the new optional method of determining a company's investment quota, in which a 1968 earnings base can be used instead of the previously required limit based on 1965-66 foreign investment totals, as an example of improvements within the program for 1969.

Declaration's logic

The NFTC declaration contended that the mandatory controls are based upon an incorrect view of the balance-of-payments situation as a short-term problem amenable to a short-term solution. Such controls, it said, are clearly damaging from the standpoint of longer-term U.S. balance-of-payments earnings. The returns through interest and dividends, royalties and fees, and those from incremental exports of goods and services, create substantial net inflows which more than offset the dollar outflows for initial and continuing investments.

The convention also advocated termination of investment controls because of what it saw as a basic inconsistency with the need to expand exports, including their conflict with the export expansion program of the Government. It rejected the view that direct investments on any significant scale displace U.S. exports and thus that continued curbs on such investments or on the export of technology will result in increased exports by U.S. companies. The business community knows, according to the declaration, that in the real world "things don't happen that way": trade and investment are inseparable.

The convention called for prompt exemption of all bank export credits from present lending ceilings that are part of the voluntary restraints on commercial banks' overseas financing. Despite the need for more rapid expansion of exports relative to imports, it noted, exemption has not been approved, notwithstanding repeated requests since 1965. Commercial banks have thus been prevented from making their full contribution to export financing, it was stated.

On import quotas

The issue of import quotas was included in a resolution covering several trade policy items.

This resolution recommended extension of the negotiating authority of the Trade Expansion Act of 1962 and its amendment to provide on a selective basis more readily available recourse to "escape clause" relief and to adjustment assistance than has proved possible up to now. It held, however, that if more liberal "escape clause" relief for industries and adjustment assistance to firms or workers are to be justified, it must be shown in addition to a determination that an increase in imports has been a substantial cause of serious injury, that such increase in imports resulted in a direct and substantial way from a tariff concession granted. The NFTC did not agree that an increase in imports, for any other reason, is in itself justification either for "escape clause" relief or adjustment assistance.

As an essential step for building on the results of Kennedy Round Tariff reductions, the convention endorsed efforts which have been undertaken by the United States and other governments to analyze the extent and impact of non-tariff barriers, and to develop the basis for concerted international action under the auspices of the GATT for their reduction and ultimate removal.

Such devices as import quotas, "buy national" laws and practices, discriminatory internal taxes, arbitrary customs valuation, and state-trading and marketing regulations already adversely affect trade with many countries more than do tariffs, per se, and can become even more restrictive, it was declared.

Then the declaration referred to possible

U.S. import quotas, in the following passage:

"While endorsing the need on a selective basis for more readily available recourse to "escape clause" relief, and to adjustment assistance, the convention expresses serious concern with the many protectionist, or so-called 'orderly marketing' quota measures of the kind introduced into the 90th Congress. Such measures profoundly threaten the whole climate, both in this country and abroad, for maintaining the sound international trade and investment policies upon which economic progress in this nation and in other nations depend.

"The convention most seriously urges that any such quota and other arbitrary restrictive measures be appraised in terms of their costs to the economy as a whole —including those which can result from retaliatory measures detrimental to both U.S. international trade and investment."

The convention called for action to end confusion in the applications of U.S. and international anti-dumping codes, was cool to tariff preferences for exports of less-developed nations except on a worldwide basis and then only temporarily, supported efforts of the U.S. within the General Agreement on Tariffs and Trade to overcome border tax inequities, and supported the plan of the International Monetary Fund to create the reserve "currency" called Special Drawing Rights.

On the problem of U.S. inflation, referred to by most speakers as the major bar to continued American trade growth, the convention emphasized the importance of collective bargaining settlements and pricing policies that are "more consistent with productivity gains and greater price stability." It called for the reduction of Federal spending not absolutely required for the needs of national defense or for domestic programs of urgently high priority. It urged continued efforts by the U.S. Government to persuade other countries to assume a greater share of the cost of providing military and economic assistance for the defense and economic development of the Free World.

President Walter B. Wriston of First National City Bank told the convention that other nations must realize the eventual elimination of the U.S. deficit "will cause some inconvenience around the world."

The world must understand, Wriston said, that such inconvenience is the "tolerable price which must be paid for the stability of all trade and investment in the Free World."

The banker pointed out that while the United States was fighting hard for free trade and pushing for the success of the

CONVENTION DECLARATION COMMITTEE, under the leadership of Victor C. Folsom (at podium), drafted an 18-point series of recommendations on various aspects of U.S. trade policy, supporting the convention's theme of realism as an essential element for achieving U.S. economic progress.

DOLLAR MEMORIAL AWARD WINNER was U.S. Ambassador to Canada Harold F. Linder, head of the Export-Import Bank from 1961 to 1968 (right in photo above), at the presentation ceremony with F. N. Mansager. Below, business students from Seton Hall University register as convention observers.

Maze in Washington trade policy

Rep. Thomas C. Curtis of Missouri described for a National Foreign Trade Convention audience in the following words how the responsibility for action on trade is dispersed in the Federal Government. First he reviewed the various trade committees of the House of Representatives, then turned to the Executive branch:

In the House, as in the Senate, decisions affecting foreign economic policy are made helter-skelter by a wide number of committees with very little attempt at coordination. The Ways and Means Committee is viewed by some as the principal committee having to do with foreign economic policy because it has jurisdiction over the tariff and the Reciprocal Trade Acts, the tax treatment of foreign investment, and other closely related trade and foreign economic matters.

The Agriculture Committee has jurisdiction over Public Law 480 which generates as much foreign aid proceeds as does the AID program itself. AID is, of course, under the jurisdiction of the Foreign Affairs Committee. The Agriculture Committee also has jurisdiction over the Sugar Act and other legislation affecting trade in other agriculture commodities.

The Banking and Currency Committee has jurisdiction over the international development banks, the Export-Import Bank, the World Bank, and other important international lending agencies. The Judiciary Committee has jurisdiction in international patent and copyright matters , and international anti-trust problems, including the Webb-Pomerene Act.

The Interstate and Foreign Commerce Committee has jurisdiction over marking and labelling of imports and other important matters. The Interior Committee has jurisdiction in matters affecting our supplies of oil and other minerals. The Armed Services Committee has jurisdiction over most of our strategic materials stockpiles, which often have a direct relationship to our foreign trade in such materials.

Foreign trade and economic policy functions are dispersed throughout the Executive branch just as they are in the Congress. The Treasury, for example, administers the anti-dumping and countervailing duty statutes, besides containing the Customs Bureau which of course actually applies our tariffs and quotas.

The Interior Department administers the highly controversial oil import program, and other mineral import trade matters.

The Commerce Department administers the export control act and import controls such as the cotton textile quota program. It also administers the mandatory private foreign investment control program and maintains a network of Commercial Attaches in foreign countries.

The Labor Department has an interest in the International Labor Organization and in achieving international agreement on fair labor standards.

The State Department has an over-riding interest in all foreign trade matters because of their effect on United States foreign relations.

Last, and which certainly should not be least, the President's Special Representative for Trade Negotiations has direct authority for international trade negotiations and a broader responsibility to coordinate various foreign trade policies.

Kennedy Round, other trading nations were resorting to exchange controls and building non-tariff barriers to American goods.

"The bureaucracies around the world were taking the approach of giving it to you in the big print and taking it back in the fine print. They lowered the tariffs, but kept the quotas by one device or another," he pointed out.

It is time it is understood abroad that the U.S. will no longer tolerate "intricate bureaucratic means" of preventing U.S. goods and capital from moving around the world, he told convention's major dinner meeting.

"Our negotiators can no longer accept excuses from our trading partners in the developed world that their industries need protection. The practice of Gattsmanship which lowers tariffs, but raises quotas, border taxes and other ingenious bars to trade must be stopped.

"There is no case of which I have knowledge where such controls have saved a currency from devaluation or furnished any lasting solution for a deficit," he noted. "And most control measures like our interest equalization tax have a tendency to stay on the books long after they have outlived their limited usefulness."

Australia's Ambassador to the U.S., Sir Keith Waller, provided a plain-spoken review of what he called impediments to his country's exports to the U.S. in meat, wool, sugar and dairy products, and noted adverse effects for Australia of U.S. capital outflow controls. He asked for "a fair go . . . the right of reasonable access, which you now enjoy in our markets."

Britain's Ambassador to the U.S., Sir Patrick Dean, reiterated the British determination, despite rebuffs, to continue pressing for economic unity in Europe, specifically for membership in the European Economic Community.

He urged continued efforts toward liberalization as he counselled: "There is an ever-present fear that if the United States, with its predominant position in world trade, were to change course and revert to protectionist policies, it could touch off a round of defensive restrictive measures around the world and throw us back into the catastrophic situation which we faced in the thirties. I hope and believe that this will not happen."

Rep. Thomas C. Curtis of Missouri emphasized the need for better coordination within the Federal Government to shape and carry out national trade policy (see box), calling special attention to the role of the President's Special Representative for Trade Negotiations.

He declared: "The concept of a White House staff officer directly responsible for trade negotiations was a major innovation and achievement of the 1962 Trade Expansion Act. Given its innovative mandate, that office has functioned effectively. It has pointed the direction in which I believe we should now move to strengthen the foreign trade policy function. The objective should be to create an agency that will project to the world a clear, coordinated American foreign economic policy, reflecting the full strength of this country's economic power."

Director Lawrence A. Fox of Commerce Department's Bureau of International Commerce, examining the narrowed U.S. trade surplus, pointed to the need to make exporting more profitable for U.S. companies, and to strengthen the export growth rate of a broader range of U.S. goods. Recommending economic incentives for exporters, within GATT rules, he commented that specifically "this means improvement in the fields of taxation and export credits."

German, French, British measures to support currencies described

Changes apply to border, other taxes, credit, import deposits; numerous details still unavailable at magazine's deadline

The Bonn meetings of the Finance Ministers and Central Bank Governors of the Group of Ten in their efforts to relieve speculative pressures in connection with the monetary crisis were followed by a series of measures by Germany, France and the United Kingdom designed to strengthen the international financial and trade situations.

At the time this issue went to press some important details regarding measures already announced were not yet known, and details of the French measures had not yet been announced. At publication deadline Nov. 26 the following information was available:

1. **The Federal Republic of Germany**—The German Government has announced that retroactive to Nov. 21, the compensatory import tax will be reduced by 4 percentage points for all imports subject to the 11% turnover and import equalization tax rate. For these commodities the import tax will be reduced to 7%.

There is no official information yet regarding the extent of the import tax cut for commodities now subject to a 5.5% turnover and import equalization tax. These are largely food and other agricultural categories including certain staple foods, dairy and horticultural products; edible animal and vegetable fats and oils; certain food preparations; rough wood; printed products; raw wool; invalid conveyances and prosthetic/orthopedic devices; and works of art and collectors items.

The German Government has announced that the border tax reduction will not apply to agricultural products covered by the Common Agricultural Policy of the Common Market, including wheat, beef, pork, poultry, eggs, fruits and vegetables and their products; wine; milk and dairy products; fats and sugar. Imports of these commodities will continue to be taxed at the existing tax rates.

The tax refund on exports, which in most cases has amounted to 11%, will be reduced to 7%. The effective date for this reduction will be announced shortly. As in the case of imports, arrangements for the tax refund on exports of commodities previously subject to a 5.5% refund have not been announced.

The German Bundesbank and the Federal Government have taken two actions to curb the flow of speculative foreign funds into Germany: 1) minimum reserve requirements for the increase in foreign liabilities of banks over their Nov. 15 level were raised to 100%, and 2) a licensing system for borrowings abroad by German banks and for the acceptance of foreign deposits by German banks was introduced.

2. **France**—The French bank rate was increased from 5 to 6% on Nov. 12. This was followed on Nov. 18 by the Prime Minister's announcement in Parliament that the 1969 budget would be cut by $400 million. The details of this cut are not yet known; it was indicated that the cuts would be applied pretty much across the board, but that investment expenditures would be "treated with particular care." On Nov. 24 President DeGaulle announced that the French franc would not be devalued; that in addition to the previously announced budget reduction of $400 million a further reduction of about $600 million would be sought.

Preliminary information indicates that the military budget will be cut by $80 million, that the atomic test program for 1969 will be cancelled, and that the French contribution to the Concorde supersonic transport program will be reduced by $12 million. A curb on wage and price increases will be enforced, and stricter exchange controls will be introduced. Apparently the most important measure to stimulate French exports is a cancellation of the 4.25% payroll tax which, according to information so far available, would be transformed into an addition to the value-added tax (TVA). This may increase the border tax on imports by possibly between 1½ to 3%, and increase the refund for exports correspondingly.

3. **United Kingdom**—On Nov. 22 the British Government announced three new measures aimed at curbing the pressure of domestic demand and improvement of the trade balance. All three measures are temporary and have already taken effect.

The measures include an increase in sales taxes, new restrictions on bank lending, and introduction of a prior deposit system for imports of manufactured goods.

Sales taxes on a broad range of goods were raised under the "regulator" mechanism which permits a tax surcharge of up to 10% in case of need. Affected consumer goods include beer (up 1 or 2 cents a pint): whiskey (48 cents a fifth) and gasoline (up 5 cents a gallon).

Bank lending, previously limited to 104% of the level prevailing at the time of devaluation, must be cut by clearing banks to 98% by March 1969. Merchant banks and other financial institutions will operate under a ceiling of 102%. With regard to the clearing banks, only government-guaranteed lending for exporters and shipbuilding is exempted; for merchant banks, there is no general exception for exports.

The import deposit scheme requires that importers of manufactured goods deposit with customs 50% of the value of goods, before the goods will be released from the customs warehouse. These deposits will be returnable in full after six months. This scheme applies to all goods other than basic foods, feedstuffs, fuel, raw materials and certain categories of goods imported mainly from developing countries.

In making this announcement, the British Government estimated that the impact of all three measures taken together would decrease total domestic consumption by about ½ of 1% in 1969. It is officially estimated that the sales tax surcharge would amount to $600 million in a full year, while the new restrictions on clearing bank lending were expected to reduce credit available to the private sector by about $240 million between November 1968 and March 1969.

The import deposit scheme was estimated as likely to apply to imports of manufactured goods whose value presently is running at an annual rate of $6.7 billion. The deposits paid to customs are expected to total about $240 million per month. Since importers will have to look elsewhere than the banks to finance the import deposit scheme, the British Government expects the scheme to reinforce the restrictions on bank lending by reducing the liquidity position of importers. The legislation bringing the import deposit scheme into effect is for one year only. The duration of the two other measures is not yet known except that they are described as being temporary in nature.

U.S. share of world manufactures market climbs sharply in quarter as shipments reach all-time peak

Latest figures, April-June, show U.S. exporters' sales growth is widespread; large share gains in machinery, chemicals

The U.S. trading position in the world market improved strongly in the second quarter of the year as our share of exports of manufactured goods rose to the highest level since the early sixties.

At 24.9%, our relative standing in world shipments to countries other than the United States was 2 percentage points above the March quarter. This was the largest quarter-to-quarter share increase since the three-point gain in the June quarter of 1965 following a protracted U.S. longshoremen's strike.

Our foreign shipments of manufactures in the latest quarter jumped more than 11% to an all-time peak of $6.1 billion, compared with the leveling trend in shipments from our leading industrial competitors. The U.S. gain from the first three months was attributable principally to stronger demand abroad for all major categories of U.S. manufactures. Contributing somewhat to the pickup in trade were deliveries delayed in March by the New York dockworkers' strike. For the first half of 1968 (canceling out the effects of this labor stoppage), the U.S. share exceeded last year's average by more than three-quarters of a point.

MACHINERY, EQUIPMENT deliveries contributed to second-quarter improvement in U.S. trading position in world manufactures market. Below, section of pressure vessel forming part of seawater desalting shipment for plant in Saudi Arabia is hoisted aboard ship. Aqua-Chem, Inc., Milwaukee, is supplier.

Machinery gains

After slipping during the last three quarters of 1967 and recovering slightly early this year, our position in non-electric machinery spurted by 2.7 points in the June quarter, the best gain among U.S. manufactures. Our share, 31.9%, was the highest since the corresponding quarter three years earlier and almost a point greater than in April-June 1967.

In contrast to a small decline in shipments to third markets by other major suppliers, U.S. deliveries advanced by 12% from the March quarter to nearly $1.7 billion. Mining and well drilling machines, construction equipment, metalworking machinery, air conditioning and refrigerating apparatus, and materials handling equipment were the principal expansive products for American exporters.

Buoyant markets in Latin America and Western Europe helped boost our share in electric machinery by 2 points to 26.9%. The step-up in U.S. exports, principally from larger sales of power machinery and radio and TV apparatus, accounted for virtually the entire growth in the world market.

The United States also scored solid gains in chemicals. Rising by nearly 15% over January-March 1968, our shipments reached $840 million. This advance brought the U.S. share back to 25.4%, last attained in the third quarter of 1966 and two points above the ratio a year earlier. Latin America provided the main impetus to export growth. American chemical elements and compounds as well as plastic materials sold particularly well.

Transport share at peak

Sales and share advances in transport equipment were comparatively modest. Expanding almost twice as fast as shipments of our major competitors, U.S. exports of these products approached $1.5 billion. An improvement of six-tenths of a point to 34.5% brought our standing to its highest level in the four years for which quarterly data have been assembled, a distinction previously credited to the final quarter of 1967.

A sharp rise in deliveries of automotive parts and accessories to Canada and a strong gain in shipments of aircraft to Western Europe and Japan more than offset a fall-off in movements of motor vehicles to our northern neighbor.

A surge in exports of copper following termination of the nationwide strike in March and expanded shipments of paper products, photographic supplies, and printed matter were major influences in the unusual quarter-to-quarter rise of 15% in our foreign sales of miscellaneous other manufactures. Other principal suppliers, on the other hand, experienced a reduction in exports of these goods. As a consequence, the U.S. share climbed to 16%, exceeding the preceding three months by nearly two points and the June quarter of 1967 by roughly a point.

Japan improves

Among our five top competitors, only Japan showed a substantial improvement in share of exports to markets outside the United States. Bolstered by a rise of one-fifth in foreign sales of manufactures, the country registered a share gain of 1.2 points to 8.2%. Except for a leveling in transport equipment, shipments expanded in all major categories from values in the first three months of the year. The most striking share advances were noted in electric machinery, miscellaneous other manufactures, and chemicals.

Italy showed a fractional rise in share as its foreign sales moved up by 4%. Strengthening of its relative position in machinery and transport equipment more than countered declines in the other types of manufactures.

World standing in manufactures was lower in the second quarter for France, Germany, and, to a lesser extent, the United Kingdom. A sharp fall in French exports, reflecting civil disturbances in May and June, caused the nation's position to plummet by more than 2 points to 7.4%. Shipments and shares of all categories of manufactures turned down in April-June.

Except for transport equipment, Germany's sales and shares registered decreases. The overall drop in relative standing was close to a point. Although its exports were unchanged, the United Kingdom's share slipped by three-tenths of a point. Only British chemicals were able to better their position in the world market.

Data on the U.S. share of world exports of manufactured goods are reported quarterly in INTERNATIONAL COMMERCE. *The previous report appeared in the issue of Sept. 9, 1968.*

Information on the second quarter of this year is given above. The article and table were prepared by the International Trade Analysis Division of the Commerce Department's Bureau of International Commerce.

U.S. SHARE OF WORLD EXPORTS OF MANUFACTURES

Commodity		U.S. exports (million dollars)	U.S. share (% of world exports to foreign markets[1])
All manufactures			
1964	1st quarter	3,945	23.9
	2nd	4,160	23.8
	3rd	3,891	23.5
	4th	4,408	23.1
1965	1st[2]	3,776	21.0
	2nd	4,725	24.2
	3rd	4,156	22.8
	4th	4,761	22.6
1966	1st	4,654	23.0
	2nd	4,897	23.3
	3rd	4,540	22.6
	4th	5,053	22.0
1967	1st	5,197	23.4
	2nd	5,434	23.2
	3rd	4,833	23.1
	4th	5,305	22.7
1968	1st	5,439	22.9
	2nd	6,062	24.9
Chemicals			
1964	1st quarter	553	26.9
	2nd	582	26.4
	3rd	606	28.2
	4th	623	26.7
1965	1st[2]	501	22.1
	2nd	642	25.8
	3rd	612	25.6
	4th	647	25.4
1966	1st	632	24.3
	2nd	683	25.1
	3rd	689	25.4
	4th	671	23.5
1967	1st	685	23.5
	2nd	723	23.4
	3rd	689	24.5
	4th	706	23.5
1968	1st	732	22.9
	2nd	840	25.4
Nonelectric machinery			
1964	1st quarter	1,132	31.6
	2nd	1,199	31.5
	3rd	1,095	31.5
	4th	1,228	30.9
1965	1st[2]	1,062	28.8
	2nd	1,422	33.3
	3rd	1,186	30.8
	4th	1,372	30.4
1966	1st	1,350	30.7
	2nd	1,443	31.1
	3rd	1,316	29.8
	4th	1,436	28.9
1967	1st	1,518	31.1
	2nd	1,596	31.0
	3rd	1,371	29.8
	4th	1,466	28.9
1968	1st	1,489	29.2
	2nd	1,675	31.9
Electric machinery			
1964	1st quarter	417	27.8
	2nd	405	25.4
	3rd	380	25.4
	4th	463	26.1
1965	1st[2]	377	23.0
	2nd	443	25.3
	3rd	398	24.1
	4th	442	23.6
1966	1st	448	25.1
	2nd	484	25.8
	3rd	457	25.5
	4th	511	24.4
1967	1st	520	26.0
	2nd	548	26.2
	3rd	494	26.2
	4th	535	24.6
1968	1st	534	24.9
	2nd	592	26.9
Transport equipment			
1964	1st quarter	740	28.4
	2nd	783	28.6
	3rd	695	28.8
	4th	832	27.8
1965	1st[2]	778	26.3
	2nd	907	28.9
	3rd	781	29.3
	4th	979	29.1
1966	1st	913	29.3
	2nd	926	28.5
	3rd	787	28.1
	4th	1,084	28.7
1967	1st	1,081	31.0
	2nd	1,153	30.7
	3rd	1,008	31.0
	4th	1,283	34.3
1968	1st	1,375	33.9
	2nd	1,454	34.5
Other manufactures			
1964	1st quarter	1,103	16.3
	2nd	1,191	16.6
	3rd	1,115	15.9
	4th	1,262	15.8
1965	1st[2]	1,058	14.2
	2nd	1,311	16.6
	3rd	1,179	15.4
	4th	1,321	15.1
1966	1st	1,311	15.8
	2nd	1,361	16.0
	3rd	1,291	15.3
	4th	1,351	14.6
1967	1st	1,393	15.7
	2nd	1,414	15.2
	3rd	1,271	15.1
	4th	1,315	14.1
1968	1st	1,309	14.1
	2nd	1,501	16.0

Note: The term "manufactures" refers to chemicals, machinery, transport equipment, metals, textiles, and other manufactures except mineral fuel products, processed food, fats, oils, firearms of war and ammunition.

[1] World exports are defined as exports from the 15 major industrial countries. These nations, which account for approximately 78% of world exports of manufactures to foreign markets, are as follows: United States, Austria, Belgium-Luxembourg, Canada, Denmark, France, Federal Republic of Germany, Italy, Netherlands, Norway, Sweden, Switzerland, United Kingdom, and Japan. Exports to foreign markets are total exports excluding exports to the United States.

[2] Affected by U.S. longshoremen's strike.

'E' AWARD CEREMONIES were conducted recently in Portland, Ore., during Far Eastern Export Conference, and Philadelphia. Left photo (l. to r.): A. C. Rengo, pres. of Columbia Exporters, with Portland Mayor Terry D. Schrunk and E. Paul Hawk, Export Advisor for Small Business, Commerce Dept. Right photo: D. Robert Yarnall, Jr. (l.), pres. of Yarway Corp., accepts 'E' certificate from Henry J. Dempsey, act. dir., Commerce Philadelphia Field Office.

Oregon, Pennsylvania companies increase exports of mining, power industry equipment to earn 'E's

Use of foreign language literature, adaptation of products, and testing to assure top quality aided success

In-mine testing to assure top quality functioning of its mining machinery has helped Columbia Exporters, Inc., of Portland, Ore. meet European competition and increase overseas sales.

Designing its engineered products for the power and processing industry to conform to European codes and practices has aided Yarway Corp. of Blue Bell, Pa. to expand exports.

These two firms have received presidential "E" awards for their success in exporting.

Columbia's machinery, produced by Wagner Mining Equipment Co. of Portland, is modified to meet the needs of individual customers, such as specific gravity of loads to be handled, variances in slopes and operating conditions in the mine, size limitations, and climatic and altitude differences.

Other techniques that have assisted Columbia in its export expansion include translation of operation manuals into foreign languages, establishment of parts and service facilities, and advertising in trade publications.

In choosing dealers, Columbia has consulted with commercial attaches at U.S. Embassies and various commercial reporting organizations, and has made the final decisions based on the dealer's community standing, management ability, adequate financial resources, technical know-how and service facilities.

Recognizing the importance of accurate specifications in the sale and use of heavy equipment, Columbia headquarters prepares the specification manuals for its products, and works closely with dealers translating its manuals into languages other than English.

As Columbia units, which cost an average of $50,000 each, are produced in the northwestern part of the United States, transportation costs add to the price until it is more than that of foreign competitors. By running in-mine tests, Columbia has been able to improve design, function and service of its equipment, and has earned a reputation for reliability that enables it to compete with foreign manufacturers.

Columbia insists that spare parts and service personnel be maintained in the field. Its agreements with dealers call for technicians to attend a training program in the manufacturing plant.

Company executives make frequent visits to dealers, and dealers are encouraged to visit the home office in Portland. The company cooperates with dealers in their exhibits at various overseas trade shows.

Columbia promotes fast delivery—not just on units but with services and parts as well.

In areas of the world where Columbia Exporters cannot meet foreign competition, the company has made licensing agreements with a carefully selected group of manufacturers.

All these services have helped Columbia to increase its exports by 50% in two years.

Yarway meets competition

Yarway Corp. has provided drawings in metric measurements, published technical manuals in several languages, designed products for compatability with foreign technical codes and practices, conducted training sessions and participated cooperatively with overseas representatives in trade fairs and advertising programs.

The corporation was founded in 1908 as the Yarnall-Waring Co., to supply en-

gineered features for power industry plant equipment under the trade name "Yarway."

Yarway Corp., as the name eventually became, signed its first overseas licensing agreement in 1940, and after World War II entered licensing arrangements and selected representatives in Europe, Asia, and South America. Yarway has subsidiaries in Canada, the United Kingdom, and the Netherlands.

Yarway's modification of its products to meet foreign requirements has included, for example, offering either U.S. or British threads with its impulse steam traps, which eliminate air, gases and condensation from steam lines. Also, Yarway will supply all products with any recognized, standard flange.

Yarway and its dealers print sales bulletins in Dutch, French, German, Italian, Spanish, Japanese, Danish and Finnish, as well as "British" English.

The firm advertises regularly in U.S. foreign language technical magazines with exclusive overseas distribution. In cooperation with local representatives, Yarway has displayed products in overseas exhibitions in Finland, Italy, Japan, the Netherlands, England and France.

Yarway has introduced in-plant seminars, published technical articles and offered simplified training courses for both customers and representatives.

The firm encourages representatives to attend a three-week training program at the factory in Pennsylvania, for which Yarway pays all except travel expenses.

Company executives make regular visits to overseas representatives to determine market trends, provide on-the-spot assistance, and plan marketing programs.

Yarway issues supplementary sales bulletins frequently to provide technical data on applications for new and existing products. Yarway also shares with its representatives the cost of such sales and promotional aids as cut-away demonstration models.

Most Yarway business is conducted on open account or draft terms. Longer credit terms are extended to meet special circumstances.

Yarway exports have nearly doubled since 1964.

Spain ups coking coal quota

In a decree published in the Oct. 28 *Official Gazette*, Spain's Ministry of Commerce has authorized an increase of 505,000 metric tons in imports of coking coal under the present quota. As a result, a total of 2,255,000 metric tons of coking coal may be imported free of duty in 1968, under item number 27.01-A of the Brussels Tariff Nomenclature.

Foreign-trade zone and subzone grants issued to Bayonne, N.J., and New Orleans

General purpose zone in New Jersey will comprise 13.5 acres of waterfront area; New Orleans subzone to be used for shipbuilding

Secretary of Commerce C. R. Smith, as Chairman of the Foreign-Trade Zones Board, has issued a grant permitting the establishment of a general purpose foreign-trade zone at Bayonne, N.J. It is the first grant ever issued for a zone in New Jersey.

The Board made the grant to New Jersey Foreign Trade Zone, a private corporation incorporated in the State of New Jersey.

The zone site consists of approximately 10.3 acres of useable land and 3.2 acres of submerged land and is located on the Bayonne waterfront adjacent to Constable Hook Reach of Kill Van Kull. Current physical facilities of the zone include a warehouse building containing 10,000 square feet of covered floorspace and liquid storage tanks with a capacity of four million gallons. The Bayonne zone will be designated as Foreign-Trade Zone No. 11.

A special purpose foreign-trade subzone will be established for shipbuilding at New Orleans, La.

The grant was issued to the Board of Commissioners of the Port of New Orleans, a public agency, which is the grantee of the existing foreign-trade zone at New Orleans.

The subzone will be located on property leased by the Board of Commissioners to Equitable-Higgins Shipyards, Inc., which proposes to operate facilities in the subzone for the manufacture of steel vessels. The location is a 3.64-acre site on the west side of the Inner Harbor Navigation Canal, north of U.S. Highway 90 in New Orleans.

The New Orleans Zone was opened May 1, 1947. The shipbuilding subzone will be designated as Foreign-Trade Subzone No. 2-B.

The grants were issued under the Foreign-Trade Zones Act which authorizes the Foreign-Trade Zones Board, consisting of the Secretaries of Commerce, Treasury and the Army, to grant permission to qualified public or private corporations to establish and operate foreign-trade zones and subzones in or adjacent to U.S. ports of entry.

Foreign-trade zones and subzones are controlled areas into which foreign and domestic merchandise may be brought without payment of customs duties. Within a zone or subzone, merchandise may be stored, processed or manufactured and subsequently shipped to world markets. Merchandise is subject to any applicable U.S. customs duties when it leaves the zone site for entry into U.S. customs territory.

Foreign-Trade Zones are currntly operated in New York City, New Orleans, San Francisco, Seattle, Toledo, Honolulu, and Mayaguez, Puerto Rico, and subzones for manufacturing are operated in San Francisco and Penuelas, Puerto Rico.

Canada cuts tariffs on some farm items

To compensate the United States for establishing an arbitrary value for duty of C$1.12875 per bushel on corn imported into Canada, the Canadian Government reduced tariffs on certain agricultural products effective from Nov. 6.

For fresh pork this represents an advance implementation of the Kennedy Round reduction scheduled to become effective on Jan. 1, 1969, and in the case of the other products an advance implementation of the rates scheduled to become effective Jan. 1, 1970.

Products affected, tariff number of each, and new rate with previous rate in parentheses, are:

Fresh pork, tariff item 704-1, 0.95¢ per pound (1.1¢).

Meats, prepared or preserved, other than canned, tariff item 1002-1, 1.4¢ per pound (1.8¢).

Lard and animal stearine, tariff item 1300-1, 1.3¢ per pound (1.6¢).

Lard compound and similar substances, tariff item 1305-1, 1.3¢ per pound (1.6¢).

Feeds for animals and poultry, and ingredients for use therein, tariff item 6921-1, 11% (17%).

Clover seed, including alfalfa seed, other than White (ladino), Sweet, and common white (White Dutch), tariff item 7111-1, 0.8¢ per pound (1.6¢).

EXHIBITIONS, TRADE CENTERS, TRADE MISSIONS

United States overseas

Where and when should a U.S. firm venture into exporting for the first time or attempt to expand its sales in overseas markets? An apt answer may lie in the columns below that list details of U.S. overseas export promotions.

Sales opportunities are provided for present or potential U.S. exporters in U.S. Exhibitions at commercial trade fairs around the world, and shows at the six U.S. Trade Centers. These are planned after basic market research has shown a strong demand for a particular category of products. Other opportunities of interest are trade missions, America Weeks promotions, the Sample Display Service, and Mobile Trade Fairs. The last three are more fully described in a special notice accompanying this list.

Trade Center shows in London, Bangkok, Frankfurt, Tokyo, Milan and Stockholm are limited to one product line.

For further information on the Trade Center shows described in this listing, or for more facts on U.S. exhibitions at overseas trade fairs, **write:** Commercial Exhibits Division, BIC-932, U.S. Dept. of Commerce Washington, D.C. 20230.

Trade missions are groups of U.S. businessmen organized to travel abroad to promote the export of U.S. goods and services manufactured by their particular industry. Some are organized and financed by the U.S. Government, while others are originated and paid for by various U.S. industries, with Government approval and assistance.

U.S. manufacturers wishing further details on submitting business proposals for participation in future trade missions should **write:** Trade Missions Division, BIC-926, U.S. Department of Commerce, Washington, D.C. 20230.

The following calendar of upcoming U.S. trade promotion activities is based on the latest data available. It appears regularly in the first issue of INTERNATIONAL COMMERCE each month.

COMPUTER DISPLAYS. United Kingdom. The U.K. demand for computer graphic-display systems is expected to grow substantially in the future. Within the next ten years several thousand units will be installed by airlines, banks, stockbrokers, government agencies, and industry. Equipment showing favorable market potential include C.R.T. systems, digital incremental plotting systems, digitizers, automatic drawing equipment, high speed printers, alpha-numeric indicators, and data transmission systems incorporating computer graphic-display systems. For complete details telephone Area Code 202, 967-3839. **London Trade Center. Jan. 17-21, 1969.**

CHROMATOGRAPHY INSTRUMENTATION. Germany. Germany is a thoroughly international field in which highly developed instruments for research find ready acceptance irrespective of origin, and for special equipment, regardless of price. Projected expenditures for science have grown 146% from 1961 to 1966. A 100% gain is expected by 1970, compared with the 1966 expenditures. U.S. spectroscopic and chromatographic instruments are already widely accepted. Firms planning to exhibit new equipment, accessories and methods at the U.S. Trade Center exhibition should call Area Code 202, 967-4733. **Frankfurt Trade Center. Jan. 20-24, 1969.**

REPROGRAPHIC EQUIPMENT. Italy. Currently purchasing reprographic, microfilming and advanced documentation equipment at a rate of $20 million annually, the Italian market for this type of equipment is expanding at a rate of 20% per year. Eighty percent of the domestic demand is served by foreign suppliers, among which U.S. equipment producers are established in the dominant position. Italian industry has only recently begun to understand the need for modern office organization and operation. There is an increasing demand for both standards and sophisticated equipment, and the consumer base is expanding rapidly. Government and Municipal organizations are beginning to employ reprography, microfilm and advanced documentation equipment. Scientific and research institutions and universities are expected to have more funds available for the purchase of this type of gear. Banks have been pioneering in the use of this type of equipment and still represent a large commercial potential, together with industrial corporations and other business firms. Insurance companies are also equipping with copiers but have yet to seriously consider microfilming equipment. Large department stores have started to offer copying services. Reprographic job shops are springing up everywhere, especially in the industrial north, and are enjoying brisk business with an ever increasing number of customers. In the face of increasing competition from Europe and the Far East, the future of U.S. suppliers in the Italian market lies in their continued efforts to merchandise, promote and sell what the Italians themselves consider to be the most complete, advanced and finest equipment available from any source. Get your information on participation agreements by calling Area Code 202, 967-3968. **Milan Trade Center. Feb. 5-11, 1969.**

GRAPHIC ARTS EQUIPMENT. Germany. The size of the German graphic arts equipment market is approximately $120 million yearly, highly diversified and expanding. There is a trend towards larger size enterprises. There is an even stronger trend on the part of medium sized and small printing shops to increase productivity and quality by means of better machinery and equipment. Imports from the U.S. have been running at about $8 million annually in this field. A recent market survey for the Department of Commerce has focused attention on those areas of increased opportunity for U.S. manufacturers. For additional information, telephone Area Code 202, 967-4162. **Frankfurt Trade Center. Feb. 17-21, 1969.**

TRANSDUCER INSTRUMENTATION SYSTEMS. United Kingdom. Research and development expenditures in the U.K. in 1967 totaled some $2.1 billion and are growing annually at a rate of 10%. During the same period U.S. manufacturers captured approximately one half of the estimated $144 million

promotions scheduled

U.K. instrumentation import market. U.S. makers of sophisticated transducers instrumentation systems are in a position to gain an increased share of this growing market. The exhibition will feature motion, strain, pressure, force, and sound transducers; medical transducers; piezoelectric transducers; ultrasonic transducers; photoelectric transducers; and subminiature transducers; etc. Types of instrumentation include seismometers, transducers, digital output systems, converters, signal conditioners, and transducer instrumentation, gages, and data acquisition equipment. For complete details on how you may participate, telephone Area Code 202, 967-4461. **London Trade Center, Feb. 17-21, 1969.**

OCEANOGRAPHIC EQUIPMENT. United Kingdom. The United Kingdom is a world center for oceanographic research and marine engineering. Leading manufacturers from every part of the world will be displaying the most sophisticated equipment available at Oceanology International '69, the first fully international exhibition/symposium of its kind to be held in Europe. For full details on how you may participate, telephone Area Code 202, 967-4653. **U.S. Commercial Exhibition, Oceanology International '69, Brighton, England. Feb. 18-21, 1969.**

INDUSTRIAL PHOTOGRAPHIC EQUIPMENT. Japan. The Japanese photographic industry, while spending vast sums of money on research in the field of consumer cameras, has for the most part neglected its industrial and scientific fields. Commercial and industrial cameras accounted for only $4.5 million in 1967 out of a total Japanese still camera production valued at $145 million. Although complete data is not available on Japanese imports of U.S. industrial and scientific photographic equipment, the 1967 total was a minimum of $4.5 million, and probably considerably larger. The highest sales potential for U.S. photographic equipment in Japan includes high speed industrial and scientific equipment; cinematographic equipment, nuclear and other hostile environment equipment; aerial cameras; underwater equipment; X-ray equipment; equipment designed for quality control applications; product design and testing equipment; medical equipment; automatic developing and printing equipment; and projection equipment. Call Area Code 202, 967-4705 to reserve space in this important exhibition. **Tokyo Trade Center. Feb. 24-Mar. 1, 1969.**

MATERIALS TESTING AND QUALITY CONTROL. Italy. Extensive requirements for materials testing and quality control equipment have been created by Italy's expanding industrial complex since World War II. With the aim of increasing U.S. manufacturers' share of this lively market, a special promotion and exhibition of American equipment has been scheduled. Among user industries are included small to very large manufacturers in the metallurgical, aircraft, electrical, electronics, chemical and petroleum, building, and civil engineering fields. For further information, or to reserve space, call Area Code 202, 967-5351. **Milan Trade Center. Mar. 1-7, 1969.**

METAL SURFACE TREATMENT EQUIPMENT. Germany. To combat corrosion and to treat metals for modern finishes, Germany looks to the U.S. with its advanced experience in this field. As a country which is aggressive in international trade, Germany is aware of the need to adapt to modern concepts, materials, and equipment to remain competitive in the world market. Equipment and materials to cut costs, save labor and improve production in the broad field of metal surface treatment will be displayed to German buyers. For additional information, call Area Code 202, 967-4162. **Frankfurt Trade Center. Mar. 17-21, 1969.**

ALUMINUM PRODUCTS. Thailand. Thailand's construction and electrical industries are busier than ever. The country's industrial sector has been growing 10-12% a year since 1958. A market study just received indicates that these conditions have created a market for a broad range of primary, semi-finished and finished aluminum products, as well as aluminum fabricating machinery and supplies. Needed are construction materials and hardware, products for the electrical industry, selected quality products for industrial and household use, and fabricating machinery and supplies. Thais are eager to receive information about more modern production techniques and various applications of aluminum to new fields. For additional information, call Area Code 202, 967-5297. **Bangkok Trade Center. Mar. 18-22, 1969.**

CONSUMER PRODUCTS. Japan, Hong Kong, Australia. Three leading department stores in Japan— Isetan (Tokyo), Meitetsu (Nagoya) and Hankyu (Osaka)—will stage America Weeks promotions during April and May. Three of the largest Hong Kong department stores—Wing On, Shui Hing and Lane Crawford—will stage simultaneous America Weeks promotions beginning Apr. 11. One of the largest stores in Australia, David Jones, will include a large U.S. section in a special international promotion scheduled for next May. Commerce is supplying customer attractions for all promotions. Most classifications of department store merchandise will be included. Write America Weeks, or telephone Area Code 202, 967-2051, for more details. All seven **promotions scheduled for April and May.**

FLUIDIC DEVICES. United Kingdom. This highly specialized show will attract engineers, scientists, researchers, manufacturers, industrialists, commercial firms and government officials interested in viewing the latest developments in fluidics and advanced switching devices. Equipment to be featured includes: fluidic devices; switches (solid state switches, subminiature switches, microelectric switches, electromagnetic switches, electro proximity switches, limit and transfer switches); relays (miniature and microminiature relays, reed relays, electronic relays, printed circuit relays, static relays, and stepping relays); actuators; solenoid controls; and servo-

electric controls. For full details on how you may participate, telephone Area Code 202, 967-3838. **London Trade Center. Apr. 14-18, 1969.**

MATERIALS HANDLING EQUIPMENT. Italy. Italy is rapidly becoming one of the world's leading industrial countries. In 1967 its industrial sector accounted for 40% of its GNP, and employed 7.8 million people or 39% of total labor force. The emphasis on manufacturing, the implementation of the government's incentive program, the new investments being planned by private interests to improve production facilities, the interest in procuring high technology and modern equipment, and the tariff moves which took place July 1, all point to increased opportunities for U.S. exporters. U.S. makers of industrial in-plant materials handling systems and equipment should find attractive sales opportunities resulting from this continued economic expansion and the increasing emphasis on industrial modernization. Call Area Code 202, 967-4508, for further details. **Milan Trade Center. Apr. 14-25, 1969.**

ELECTRONIC COMPONENTS. Scandinavia. Growth rates for certain types of electronic components exported from the U.S. to Scandinavia have ranged from 35% to 300% during the past year. Scandinavian use of integrated circuits will double in 1969. Of the four Scandinavian countries, Sweden presents the largest market for these components—consuming over $100 million worth in 1967. The U.S. is the second largest supplier of electronic components to Scandinavia with $8 million exported to Sweden and over $5 million exported to the other three Scandinavian countries last year. The U.S. is the leading supplier, however, for many types of electronic components. With approximately 500 electronic/electrical plants, the four Scandinavian countries consumed more than $200 million of electronic components in 1967, half of which had to be imported because domestic production is considered uneconomic for many types of components. Scandinavian production of industrial and medical electronics equipment and computers is growing, while full-scale production of color TV is still in the future. The use of integrated circuits and other advanced components for this equipment is expanding rapidly. Components to be exhibited include integrated circuits, semiconductors, transducers, tubes, capacitors, resistors, connectors, printed circuits, potentiometers, other components, subsystems, and accessories. Test and measuring equipment also may be shown. For more information on the market for electronic components in Scandinavia and for full details on how you may exhibit, call Area Code 202, 967-4421. **Stockholm Trade Center. Apr. 16-22, 1969.**

METALWORKING AND WELDING EQUIPMENT. United Kingdom. Good sales opportunities await those U.S. firms offering machine tools and welding equipment with superior features. Currently, there are 1.14 million machine tools and 75,000 welding equipment units in operation in the United Kingdom. The latest market survey indicates that 26% of all machine tools are twenty or more years old. Further, 62% of the total units are ten or more years old. For the first half of 1968 orders placed for delivery from all sources were up 6% over the same period in 1967. For full details on how you may participate, telephone Area Code 202, 967-4653. **U.S. Commercial Exhibition, London International Engineering and Marine Exhibition, Olympia, London, England. Apr. 22-30, 1969.**

ELECTRICAL EQUIPMENT AND SUPPLIES. Thailand. Demand in Thailand for electrical equipment, apparatus and supplies is rapidly increasing. Thus U.S. producers of electrical equipment and supplies should find a profitable market for their products in this growing country. Thailand's electrification program—a concerted effort to increase electric power output and spread its availability—and steadily increasing prosperity has produced a construction boom in Thailand which together have created a rising demand for electrical construction supplies and equipment. A distinct electrical contracting industry has only recently developed, since formerly electrical work was performed by the general contractors. The emergence of electrical contracting as a specialty has resulted in increased emphasis on professionalism and the maintenance of high standards in electrical installations. U.S. producers are particularly able to compete in this market. The superior quality of U.S. goods is widely acknowledged throughout Thailand, and U.S. electrical specifications and standards are widely used and are familiar to most Thai contractors as a result of U.S. military construction. Moreover, this market is now supplied almost entirely by imports. For additional information, call Area Code 202, 967-4678. **Bangkok Trade Center. Apr. 28-May 3, 1969.**

PACKAGING, FOOD PROCESSING, METAL WORKING, PLASTICS, PETROCHEMICAL, MEASURING AND TESTING EQUIPMENT. Korea. Korea—the surprise package of the Far East—is rapidly developing as a new and attractive market for American products. This exhibition will provide American suppliers with an excellent opportunity for making immediate sales and a vehicle for developing a long range marketing strategy for Korea. Korean manufacturers want U.S. made machinery and equipment which are generally admired for quality, efficiency and sophistication. American suppliers entering the Korean market now will benefit from participation in Korea's rapid economic growth. Korea has experienced one of the highest economic growth rates in Asia, averaging over 9% a year in real terms during the past five years, with an expected 12% increase in 1968. The manufacturing sector has shown even more dynamic expansion, averaging better than 16% annually since 1962. Call Area Code 202, 967-4705 to reserve space in this important exhibition. **U.S. Industrial Machinery Exhibition, Seoul. May 8-17, 1969.**

AGRICULTURE AND FOOD PROCESSING EQUIPMENT. Yugoslavia. Yugoslavia, the corn and wheat "belt" of Europe, is one of the world's leading producers of numerous food products. Export of food products is a major source of hard currency earnings and has led Yugoslavia to concentrate heavily on further development of this sector in its economy. As a result, the climate has never been better for the sale of modern U.S. agricultural and food processing equipment. American machines and technology are widely acknowledged to be the most suited to the type and size of production which is peculiar to Yugoslavian agriculture and food processing. The U.S. Department of Commerce will assist U.S. manufacturers of agricultural and food processing equipment in reaching this ready market by staging an exhibition at the Novi Sad Fair. The Novi Sad Fair is the traditional marketing showplace for this equipment in Yugoslavia. Participation in the U.S. Commercial Exhibition can be your entree to this major food producing market. Call Area Code 202, 967-4161 for participation information. **U.S. Commercial Exhibition, 36th International Agricultural Fair, Novi Sad. May 9-19, 1969.**

America Weeks

America Weeks are overseas retail sales promotions of U.S. consumer goods.

Overseas retailers planning one of these promotions make their merchandise selections through overseas offices or agents of American manufacturers or through an appropriate U.S.-based buying office.

Announcement of each separate America Weeks promotion, along with the name of the related buying office, is made by INTERNATIONAL COMMERCE. Consumer goods suppliers interested in selling to overseas stores holding America Weeks promotions should contact the overseas stores directly if agents are utilized, or otherwise work through the stores' U.S.-based buying office.

Any U.S. organizations interested in supplying promotional material for this program are asked to give a brief description of the exhibition or demonstration, and to indicate the languages in which it is available.

Write: America Weeks, BIC-926, Department of Commerce, Washington, D.C. 20230.

Sample Displays

A Sample Display Center is just what its name implies—a place to show samples of U.S. products.

U.S. firms without agents in the area may use any Center to present their products to prospective local agents and distributors.

Centers are supervised by U.S. commercial officers at the embassies in the host countries. U.S. products and descriptive literature may be displayed without charge for 30 days.

For information on the Centers in Bangkok, Beirut, and Nairobi, **write:** Sample Displays, BIC-918, Department of Commerce, Washington, D.C. 20230.

For the Sample Displays at Addis Ababa and Hong Kong, **write** to the Commercial Attache at the American Embassy in Addis Ababa and the Consulate General in Hong Kong.

Mobile Trade Fairs

Mobile trade fairs are private business ventures designed to show and sell products of U.S. business and agriculture through traveling exhibitions carried in ships, airplanes, trains and exhibit vans.

Objectives of a mobile trade fair are to help U.S. firms enter the exporting field; to open new markets for American goods; and to assist U.S. business concerns in finding overseas agents.

The Bureau of International Commerce provides technical support and certain kinds of financial assistance to qualified mobile trade fair operators.

Write: Mobile Trade Fairs, BIC-926, Department of Commerce, Washington, D.C. 20230.

PACKAGING EQUIPMENT. Germany. Western Europe's already sophisticated market for packaging is expanding rapidly. European manufacturers of machinery and equipment for packaging consumer and industrial goods have not been able to satisfy the demands of this booming market. American equipment continues to be competitive and is finding even greater acceptance as Europeans accelerate the scale of the in-plant packaging systems closer to those prevailing in the U.S. To assist U.S. industry in capturing a greater share of the European market for packaging machinery and equipment, the Bureau of International Commerce is sponsoring a showing of packaging machinery at INTERPACK. This fair, held every three years, is recognized as the largest packaging machinery and materials exhibition in the world. Truly an international fair, INTERPACK will attract buyers from all over the world. A hard hitting market promotion campaign, tailor-made to each individual participant's needs, is already in motion. Book your space now, before the limited area is filled. For additional details on the exhibit call Area Code 202, 967-4161. **U.S. Commercial Exhibition, INTERPACK—5th International Fair for Packaging Machines, Packaging Materials and Confectionery Machinery, Duesseldorf. May 10-16, 1969.**

ANALYTICAL AND LABORATORY EQUIPMENT. Japan. Expenditures for research and development by Japanese universities, national research institutes, and private companies have increased at an annual growth rate of 15 to 20% during the last few years. At this rate, expenditures for the purchase of laboratory and analytical equipment should reach $600 million by 1970. Japanese manufacturers of this equipment have not been able to keep pace with the rapid development in other manufacturing areas. It is, therefore, apparent that the increasing number of Japanese buyers must continue an even heavier reliance on imported equipment to obtain the range of sophisticated products required for Japan's industrial progress. The superiority of American made analytical and laboratory equipment over Japanese and European products is generally accepted among Japanese users. The U.S. share of total imports exceeds 50% in most categories and, in many cases, reaches from 80-100%. A recently completed comprehensive market research study clearly indicates a high sales potential for a wide range of U.S. products. The market study lists 56 products with notations as to export feasibility and market size. 1969 promises to be a prosperous year for Japan with growing opportunities for U.S. exporters. Call Area Code 202, 967-5286 for additional information and a space reservation in this important exhibition. **Tokyo Trade Center. May 12-17, 1969.**

INDUSTRIAL FASTENERS AND ADHESIVES. United Kingdom. The United Kingdom is one of the world's most highly industrialized nations and the third largest market for exports from the United States. The U.K. market for U.S. exports has strengthened since devaluation in the face of recent attempts by the U.K. to reduce overall imports. This trend is expected to continue, since the U.S. is a major source for the advanced and sophisticated products the U.K. needs to improve its productivity growth. The exhibition will feature advanced industrial fasteners and adhesives, fastening systems, adhesive systems, combination fastening-adhesive systems, application tools and equipment, and production machinery. For complete details on how you may participate, telephone Area Code 202, 967-5768. **London Trade Center. May 14-21, 1969.**

OPTICAL AND PHOTOGRAPHIC SYSTEMS. Scandinavia.

Categories of equipment will be lasers, fiber optics, spectroscopy, high speed photography, aerial photography and photogrammetry, information and data display, other instrumentation, lenses and materials. All Scandinavian distributors, buyers, and potential buyers of this equipment will be invited to this show. Attendees will be firms and individuals interested in laser and fiber optic applications, the sciences, research and development, medicine, oceanography, pollution control, quality control, chemicals, data handling, reprography, aerial and industrial photography, etc. A market survey reveals strong Scandinavian interest in these types of U.S. made equipment. The markets are sizable and over $4 million of this equipment was shipped to Sweden and over $2 million worth was shipped to the other Scandinavian countries from U.S. plants in 1967. Rapid sales growth is forecast for certain products. For more information on these markets and for full details on how you may exhibit, telephone Area Code 202, 967-4421. **Stockholm Trade Center. May 19-24, 1969.**

HIGH VACUUM AND CRYOGENIC EQUIPMENT. Italy. Demand in Italy for high vacuum and cryogenic equipment has increased steadily the last few years with the growth of the chemical, food processing, electronics and other industries that use high vacuum and cryogenic equipment. Currently, consumption of high vacuum equipment in Italy is valued at $10 million and Italian production satisfies about 40% of total domestic demand. U.S. manufacturers are in a position to capture a growing share of this market as Italians have a high regard for U.S. products. To ensure your share call Area Code 202, 967-3944 to obtain full details on how you may participate. **Milan Trade Center. May 22-26, 1969.**

AEROSPACE EQUIPMENT. France. Air passenger and cargo traffic in Europe is increasing at an extremely fast rate, requiring a corresponding growth in commercial airfleets, airports, freight and ground handling facilities, service and repair equipment and all types of aircraft equipment and components. Aviation facilities are feeling the strain of heavily increasing traffic. Sales prospects for U.S. made equipment throughout Europe's aerospace industry are excellent. An opportunity exists for U.S. firms to enter this expanding market to introduce recent innovations and significant developments in this field. For information call Area Code 202, 967-4961. **U.S. Commercial Exhibition, 28th International Aviation and Space Salon, Paris. May 29-June 8, 1969.**

PAPER CONVERTING, PRINTING EQUIPMENT. Thailand. Thailand today offers immediate and long range sales opportunities and profits for U.S. manufacturers of paper converting, printing and allied equipment. The rapidly increasing tempo of business, the brisk advance of industrial development, coupled with the ready acceptance of advanced methods of packaging, merchandising and business management have led to an accelerated use of paper in all its forms. While the demand for paper products continues to expand, local Thailand producers are presently able to supply less than a quarter of the paper stocks needs. Over the next year, however, completion of several large new paper factories will change the supply substantially, especially for kraft, newsprint and some simpler types of paper stock. This local source of less expensive paper is expected to further stimulate Thailand's domestic converting and graphics industry, creating more promising markets for U.S. manufacturers. For additional information call Area Code 202, 967-4858. **Bangkok Trade Center. June 2-6, 1969.**

AUTOMOTIVE PRODUCTION EQUIPMENT. Japan. The phenomenal expansion of automotive production in the last few years has made Japan the world's second largest producer. There was a production increase of almost 40% during Japan's fiscal year 1967 and the Japanese Government has predicted nearly a 300% growth in passenger car production in 1971 over 1966. This will result in 2.4 million passenger cars in a total output of almost 5 million vehicles. Thus it is no surprise that all 10 major auto manufacturers and the more than 1,000 parts manufacturers are surging ahead with expansion plans to meet the booming domestic and climbing export demands. Equipment investment in the automotive industry rose by 74% in Japan FY 1967. Another substantial increase is forecast for fiscal 1968. A Japanese Government program aiming at the modernization of automotive parts manufacturing provides low interest long-term loans for the purchase of 110 different types of machinery. Product categories with outstanding sales potential in Japan are: metal cutting and metal forming machine tools; painting and plating; test and inspection; specialized assembly, and continuous heating equipment; and packaging machinery. Call Area Code 202, 967-5286 for additional information and a space reservation. **U.S. Solo Exhibition, Tokyo. June 10-14, 1969.**

GRAPHIC ARTS EQUIPMENT. Japan. Japan's dynamic graphic arts industry has experienced an estimated annual growth rate of 20% and the industry is expected to continue expanding. To accommodate this growth, imports of printing machinery and related products have amounted to around $15 million a year during the past few years. As one indicator, Japan ranks second in the world in magazine circulation with a total annual production of 1.4 billion copies in 1966. In addition, 121 newspapers have a daily circulation of 32 million. Increasing demand for the services of this industry combined with an acute shortage of skilled labor has created a growing market for modern high-speed American made equipment. Products that have a particularly good potential for sales in Japan include electronic offset and letterpress platemaking equipment, high-speed multi-color sheet fed offset press and lithographic rotary press, high-speed automatic precision bookmaking equipment, densitometer and other testing equipment, high-speed multi-color rotary letterpress, automatic photo developing and finishing equipment, electronic photocopy equipment, collating machines, and drawing instruments for analog computers. Take advantage of this opportunity to exhibit in a dynamic market by calling Area Code 202, 967-4512 to reserve exhibit space. **Tokyo Trade Center. July 21-26, 1969.**

MACHINE TOOLS AND QUALITY CONTROL EQUIPMENT. Mexico. With the substantial growth of the volume of products manufactured in Mexico and the increasing need to export to support its industrial growth, industry in Mexico has come to realize the importance of product quality in sustaining market acceptance. However, the improvement of quality is difficult due to a shortage of skilled labor. The industry of Mexico is increasingly finding that the use of more advanced and automated machine tools and equipment, complemented by a full scale quality control department, is the best solution to its problem. As this trend to advanced machine tools continues at an accelerated pace, U.S. industry can improve its share of the Mexican market through aggressive selling and greater sales promotion efforts. To assist the U.S. machine tool industry, the Department of Commerce and the American Society of Tool and Manufacturing Engi-

neers (ASTME) will sponsor the First Inter-American Manufacturing Engineering Conference to be held in conjunction with the Department of Commerce Machine Tool Solo Exhibition. For additional information, call Area Code 202, 967-5506. **U.S. Solo Exhibition, Mexico City. Sept. 18-26, 1969.**

WELDING AND CUTTING EQUIPMENT. Germany. The Department of Commerce will sponsor a U.S. Exhibition at the Seventh Welding and Cutting Trade Fair at Essen in September of 1969. This fair is held every four years and is acknowledged to be the largest and most important fair in its field. For further information call Area Code 202, 967-4161. **U.S. Commercial Exhibition, Seventh Welding and Cutting Trade Fair, Essen. Sept. 20-28, 1969.**

NUCLEAR EQUIPMENT. Switzerland. One of the fastest growing and most promising fields today is the application of nuclear technology in industry, medicine, power, agriculture and research. As commercial applications of nuclear technology become more widespread, the market for nuclear equipment and instruments expands. The European market is becoming especially attractive as programs for nuclear energy for power generation and the use of nuclear technology for many other uses become a multibillion dollar business. Sales of nuclear equipment will soar as the industrialized countries expand their activities in this field. New opportunities for U.S. suppliers of nuclear equipment are opening up. NUCLEX '69, the International Nuclear Fair, will afford U.S. manufacturers of all types of nuclear equipment and instruments the opportunity to show their products to all the important visitors who will be attracted to this outstanding international event. For additional information, call Area Code 202, 967-5751. **U.S. Commercial Exhibition, NUCLEX '69, Basel, Switzerland. Oct. 6-11, 1969.**

MEASURING, RECORDING AND CONTROL INSTRUMENTATION FOR THE CHEMICAL INDUSTRY. Germany. The Department of Commerce will organize a U.S. Exhibition of instrumentation for the chemical industry at ACHEMA 1970. The fair, held every three years, is regarded as the world's leading showplace for equipment for the chemical industry. For further information call Area Code 202, 967-4161. **U.S. Commercial Exhibition, ACHEMA 1970—16th Chemical Engineering Exhibition and Congress, Frankfurt. June 17-24, 1970.**

Space fully booked

The following shows, in which all available exhibit space has been reserved, are still open for visits by interested representatives of the industries involved. U.S. firms with sales representatives or distributors in the area of any of the listed Trade Centers and exhibitions can ask these local businessmen to visit the shows to see the 'state of the art' in each particular field.

METALLURGICAL EQUIPMENT, SYSTEMS, AND ALLOYS. Sweden. Scandinavian metals processors imported $32 million in equipment, systems and metals from the United States in 1966. American firms supplied 72% of all imported nonelectric furnaces and 69% of induction heaters. Commerce studies show that market prospects are exceptional for a variety of equipment and processes designed to modernize metals production operations. **Stockholm Trade Center. Dec. 4-10.**

AVIATION EQUIPMENT. United Kingdom. There is a growing demand in the U.K. for all types of sophisticated aviation equipment used on aircraft, by ground control centers, and airport terminal facilities. U.S. manufacturers are in a position to capture a growing share of this market for it is anticipated that increased reliance will be placed on imported avionics equipment in the future. **London Trade Center. Dec. 4-12.**

ADVANCED MEDICAL EQUIPMENT. Japan. Seven thousand Japanese hospitals offer an excellent market for U.S. medical equipment. Categories showing particularly high sales potential are electrocardiographs, biological electronic measuring instruments, monitors and telemeters, medical research and test equipment, medical radioactive measuring instruments, medical television and applications, data processing systems, bioelectro stimulators, and environmental hygienic devices. **Tokyo Trade Center. Dec. 9-14.**

MARINE EQUIPMENT. Scandinavia. The shipbuilding and marine industries are traditionally important to the Scandinavian countries. Each has established programs to further the development of these industries. A recent market survey revealed that this is a promising market area for a wide variety of equipment for the shipbuilding and marine industries. **Stockholm Trade Center. Jan. 15-21, 1969.**

PACKAGING EQUIPMENT. Japan. Japan's growing economy now offers advanced and high speed packaging machinery manufacturers high sales potential in 1969. U.S. products are rated very high and import demands at this point are favorable. **Tokyo Trade Center. Jan. 27-Feb. 1, 1969.**

WATER PURIFICATION AND DESALINATION EQUIPMENT. Italy. There is a growing need for water desalination, purification, supply and pollution control equipment in Europe, the Mediterranean area and the Middle East as existing water resources, which are often very limited, are being used up or polluted. The exhibition and concurrent congress will be highly promoted throughout the European, Mediterranean, and Middle East areas. **U.S. Commercial Exhibition, PURAQUA, Rome. Feb. 17-22, 1969.**

PULP AND PAPER EQUIPMENT. Scandinavia. Over 300 Scandinavian pulp and paper plants and numerous converters present an excellent market for the latest in U.S. machinery, controls, equipment, and supplies. As major world producers and exporters of pulp and paper, Scandinavian plants are forced by stiff international competition to invest in modern, large-scale machinery. Sweden, especially, is undergoing modernization, capacity expansion, and vertical integration of its pulp and paper industry. **Stockholm Trade Center. Mar. 20-26, 1969.**

PLASTICS INDUSTRY EQUIPMENT. Benelux. Production of plastic products in the Benelux countries is rising rapidly to satisfy steadily expanding consumption. EUROPLASTICA '69, the International Plastics Exhibition, the most important plastics industry trade fair for 1969, is expected to attract many top industry officials from throughout Europe and the world, enabling those in attendance to make important contacts. **U.S. Commercial Exhibition, EUROPLASTICA '69, Brussels, Belgium. Mar. 22-30, 1969.**

Automotive production equipment manufacturers will drive toward sales in Japan at June exhibition

Rapidly growing Japanese automobile industry seeks new U.S. metalworking machine tools for production line modernization

In a drive for more export business, American makers of advanced automotive production equipment will go to Japan next summer to put on their first major overseas exhibition, with the help of the U.S. Department of Commerce.

Seven large automobile manufacturers and more than 1,000 automotive parts producers make up their target market. The all-U.S. show will be staged June 10-14 in Tokyo by the Department's Bureau of International Commerce.

Modernization and expansion of the Japanese automotive industry—the world's second largest automobile producer—have sparked strong demands for equipment to improve automation techniques and boost productivity.

Market studies show that Japanese machine tool manufacturers have had difficulty in developing new types of machinery and that machine tool users are demanding better quality, greater durability and higher performance.

The studies underline the need for a wide range of metal-cutting and metal-forming machine tools, as well as painting and plating devices and test, inspection, packaging and high-frequency continuous heating equipment.

Prime sales opportunity

The Tokyo show offers U.S. manufacturers of production equipment for the automotive industry a prime opportunity to enhance their already impressive record of export sales to Japan.

U.S. exports of metal-cutting machine tools to Japan in 1967 were valued at $14.9 million, compared with a total of $8.2 million in 1966. In the first nine months of this year, American firms already had shipped more than $27.7 million worth of metal-cutting machine tools to Japan.

Interest of the Japanese automotive industry in U.S. machine tools is reflected further in sales of gear-tooth grinding and finishing machinery. In the first nine months of this year alone, exports amounted to $8.6 million, compared with some $5.4 million for all of 1967.

U.S. exports of metalq-forming type machine tools have increased rapidly over the past few years. Sales climbed from a total of $3.9 million in 1966 to $6.6 million in 1967, then soared to more than $15 million in the first nine months of this year.

Recent exports to Japan of U.S. mechanical presses also show the appeal of American-made machine tools. In 1966, U.S. manufacturers' sales of mechanical and manual presses to Japan amounted to a modest $327,064. In 1967 they totaled $1.5 million, and in the first nine months of this year they were valued at $6.2 million.

A Japanese Government program of subsidies and low-interest, long-term loans for improving productivity in the manufacture of 110 "designated" products strengthens the new business possibilities for U.S. exporters of automotive production equipment. Many of these machines are used for making more than one part.

Investment in the Japanese automotive industry has been heavy. Total investment expenditures reached $478 million last year in such operations as automated production of specific components or assemblies, change from lot production to line production, and integration of the production system.

Automotive manufacturers, as well as the large parts makers, aim at automating such processes as casting, forging, stamping and welding, but in many instances automation is far from complete, according to market surveys.

The large number of parts manufacturers and the small production scale have been obstacles to automation. Almost all important parts makers have drawn up ambitious investment programs, however, and until 1971 expansion in the automotive and automotive parts industry is expected to continue.

U.S. companies taking part in the Tokyo show will benefit from a broad market development campaign already underway throughout Japan to attract buyers, agents and distributors from the entire automotive industry.

Although this will be the first show of U.S. automotive production equipment staged overseas by Commerce, American makers of metalworking machine tools have been successful in boosting their export business to Japan through past Commerce-sponsored shows.

Past successes

For example, the 28 U.S. firms in a show of specialized machine tool accessories and precision gauging equipment at the U.S. Trade Center in Tokyo in June 1966 report doing more than $1.3 million worth of new business in Japan in the year following the show.

And the 32 U.S. firms in a show of specialized industrial modernization equipment at the Tokyo Center in May 1966 reported sharing in more than $2.7 million in export sales in 12 months as a direct result of the show.

Details on the commercial exhibition in Tokyo next June may be obtained from the Bureau of International Commerce (code 936), U.S. Department of Commerce, Washington, D.C. 20230 (phone: area code 202, 967-4511), or from any of the Department's Field Offices.

Duesseldorf site for German international cosmetics fair

The first International Cosmetics Fair, KOSMETIKA, to be held in Germany has been announced by NOWEA (The Northwest German Exhibition and Trade Fair Association). It will take place in Duesseldorf, and is scheduled to be held from Sept. 26-30, 1969.

American cosmetics firms have been invited to take part in the show, which will incorporate the Soap Fair held every two years in West Berlin since 1921.

The change from Berlin to Duesseldorf was made in response to the increasing importance and popularity of the Soap Fair. The 1967 edition drew 10,000 buyers and 18,000 other visitors to see the products of 244 exhibitors in the cosmetics field.

The question of whether to alternate future editions of the Soap Fair between Duesseldorf and Berlin will be decided after assessing the results of the 1969 show, according to the sponsoring German Soap and Perfumes Association.

Write: NOWEA, 4 Duesseldorf 10, Germany.

Mexican machine tool market ripe for major new export sales effort by U.S. equipment manufacturers

September exhibition at Mexico City will cater to country's demand for U.S. machinery; ASTME to co-sponsor conference

U.S. manufacturers with sights on the booming Mexican market will have a sales vehicle of undisputed value next fall when the U.S. Department of Commerce stages an exhibition of machine tools and accessories in Mexico City, site of two previous highly successful Commerce shows, one featuring machine tools.

The Department's Bureau of International Commerce will hold the exhibition Sept. 18-26, 1969, in Mexico City's National Auditorium, where machine-tool makers taking part in a 1966 Commerce exhibition found buyers for almost $4 million worth of equipment.

Commerce is adding an important new dimension to the 1969 exhibition. Concurrent with the display of U.S. products will be a four-day conference of top U.S. and Mexican engineers, designers, and executives who will give talks and participate in panel discussions on recent machine tool developments and their potential application to Mexican industry.

The American Society of Tool and Manufacturing Engineers (ASTME) will join with Commerce in sponsoring the event, thus marking the first time that ASTME has played such a major role in a conference outside the United States.

Mexico's gross national product has risen an average of 6.3% a year since 1960, and the nation's rapid economic development is generating machine tool orders of about $40 million annually. The machine tool market is expected to grow 8-10% a year in 1969 and 1970.

Mexican industrialists purchase almost 90% of their machine tools abroad. The United States is the main foreign supplier, accounting for 46.3% of Mexican imports in 1967. However, America's share of the market has slipped steadily since 1961, when it stood at 66%. U.S. sales of machine tools to Mexico totalled $17.8 million in 1966, and $16.2 million in 1967.

West Germany, Britain and other countries have been cutting into the U.S. share of the market by offering attractive credit terms and exerting aggressive salesmanship. U.S. manufacturers should be able to regain lost ground with improved performance in these two areas because they hold an overall lead in advanced technology, and their proximity to the Mexican market gives them a built-in edge over foreign competitors.

Market studies indicate that the following types of machine tools and accessories are among those likely to meet with the most favorable response in Mexico City:

► Machine tools—numerically controlled machine tools, particularly smaller types; taped controlled milling machines; EDM machines; electro-erosion machines; automatic molding machines; high-speed grinders: tool and cutter grinders; cylindrical grinders; threading machines; jig-boring machines; automatic transfer presses; tapping machines; automatic screw lathes; punchboard automatic machines; six-spindle bar machines; production lathes with special attachments, and machines for manufacture of industrial fasteners.

► Accessory equipment—tracing equipment; rapid tool changing devices for presses; quick action jigs and fixtures; numerically controlled chuckers; cutting tools, and tapping attachments.

A market development team will conduct an intensive pre-show campaign to insure maximum attendance by key Mexican industrialists, buyers, importers, representatives and licensees.

The Commerce Department has sponsored a number of highly successful machine tool shows in addition to the one at Mexico City in 1966. Forty U.S. manufacturers of machine tools and welding equipment at the London International Engineering and Marine Exhibition (LIEME) in the spring of 1967 registered $2.7 million in confirmed first year sales and signed 27 agents. Commerce will be back at the 1969 LIEME, Apr. 22-30, as sponsor of another U.S. display.

Twenty-seven U.S. firms at a Commerce show in Tel Aviv, Israel, in June 1968, reported floor sales of $1.6 million and predicted first-year follow-up orders of more than $7 million.

U.S. machine tool manufacturers interested in the Commerce Department exhibition at Mexico City in September 1969 may obtain further information from the U.S. Department of Commerce (BIC-942), Washington, D.C. 20230 (telephone Area Code 202, 967-5506) or from any Commerce Field Office.

Yugoslavs schedule technical fair at Belgrade next May

U.S. makers of all types of industrial and business machinery and equipment will have an opportunity to sell their products to Eastern European buyers by exhibiting at the Thirteenth Annual International Technical Fair, to be held in Belgrade, Yugoslavia, May 17-25, 1969.

The technical fair includes displays concentrating on the following specialized areas of interest:

Machine tools (metalworking and woodworking machines); shipbuilding equipment; ferrous and nonferrous metallurgy (processing machinery, castings, moldings, ferro-alloys, ores, refractory materials, rolled, drawn, and pressed products): railway rolling stock and railway construction equipment.

The deadline for applications for exhibit space is Feb. 1, 1969.

Write: Belgrade Fair, Bulevar Vojvode Misica 14, Belgrade, Yugoslavia, or contact any Yugoslav diplomatic or consular office.

Addis Ababa Chamber seeks books for commercial library

The Addis Ababa, Ethiopia, Chamber of Commerce has invited American manufacturers, exporters, and trade associations to contribute literature to its newly expanded commercial library. The new facilities, to be located in the downtown Chamber of Commerce building, will be used by members of the local business community for reference and research related to trade and investment decisions.

Although a modest sum is available for the purchase of library materials, the Chamber would like to receive gratis submissions, particularly those relating to agriculture, industry, commerce, and related subjects. Commercial directories and similar publications identifying U.S. suppliers for potential Ethiopian imports would also be welcome.

Materials intended for the Chamber's Addis library may be addressed to: Tulu Gula, Secretary General, Addis Ababa Chamber of Commerce, P.O. Box 517, Addis Ababa, Ethiopia.

Israel growth resuming

Self-imposed slowdown beginning to achieve desired stability with expansion

By CHESTER E. NORRIS, Jr.
Commercial Attache, U.S. Embassy, Tel Aviv

Israel now, more than ever, presents a desirable climate for U.S. business interests.

In 1967 Israel's imports from the United States amounted to $196 million, or 26% of total imports. During the first three quarters of 1968, Israel's purchases from the U.S. reached $176 million, and it is anticipated that one quarter of Israel's total imports will come from the U.S. in 1968. This will represent about $250 million, out of an expected record import total of $1 billion.

For Israel, the second half of 1967 (after the Six Day War), and the first quarter of 1968 can justly be regarded as the turning point from self-imposed recession to economic stability. This has been successfully achieved by pursuing a strict policy of price restraint, the freezing of wages, selective bank credits, and stepping up of national saving. The achievements in the general economic recovery are reflected in the growth of the Gross National Product (GNP) which has increased by approximately 14% over last year, while the cost of living has risen by only 2%.

Ultimate goal

Like that of many other countries, Israel's ultimate goal is economic independence, and a favorable balance of trade. To attain this goal, Israel is placing great emphasis on increased industrial productivity by the introduction of modern and sophisticated machinery and equipment. This can explain, to a large extent, the increased trade gap incurred during the first three quarters of 1968 of $304 million as compared with $155 million during the same period of 1967. The areas of greatest importance in Israel's development plan are the metalworking, chemicals, food processing and packaging, tourism, and science-based industries. This plan is carried out by the establishment of new, expansion of old, and the elimination of obsolete or inefficient industries. The Israeli government also gives special preference to export-oriented investments under its "Law for the Encouragement of Capital Investments" which offers such privileges as government grants, tax concessions and low interest loans.

With a view to improving quality, and augmenting productivity of the local industry by increasingly exposing it to foreign competition, Israel has during the first nine months of 1968 generally pursued its liberalization policy by lifting administrative import restrictions on a large number of both industrial commodities and consumer goods. This involved the reduction of customs tariffs on numerous commodities by about 15% as of September.

In addition, Israel recently began with the implementation of the so-called "third-phase" of liberalization. More reductions will come into force on January 1, 1969 when tariffs on 600 various items will be cut by 10 to 30%. Although it is likely that only a small number of selected local industries will continue to enjoy full government protection and that liberalization will be pursued and even vigorously stepped up during 1969, Israel has been obliged to seek withdrawal of GATT concessions affecting about $15 million in U.S. exports, in order to secure industry assent to the removal of administrative import restrictions.

Through U.S. participation at the 1968 Tel Aviv International Trade Fair, the U.S. Department of Commerce, along with approximately fifty U.S. companies displayed at the U.S. Pavilion nearly $1 million worth of most advanced and sophisticated metalworking, food processing and packaging machinery and equipment.

Showed U.S. interest

Not only did sales exceed expectations, but once again demonstrated to the Israeli customer the U.S. businessman's interest in this market, and the high quality and productivity of U.S. industrial equipment which is so badly needed to assist Israel in making a better product at a competitive price.

A significant achievement of the exhibit was that it offered many medium and small endusers who would ordinarily not have been able to travel abroad a unique opportunity for viewing and selecting equipment for purchase. The Government of Israel now stands ready to grant loans to such firms as the planned industrial development warrants.

Because of Israel's accelerated industrial development, and the success of the 1968 Fair, there are now tentative plans for a U.S. Solo Exhibition in the Fall of 1969. Participation in the next "1970 Tel Aviv International Trade Fair" is also being considered. It is planned to combine this second event with a repeated "America Week" in a major department store in Tel Aviv. Compared with purchases of U.S. consumer goods worth $65,000 annually prior to November, 1967, when the first "America Week" was held at the Shalom Stores, such purchases have exceeded $600,000 during the twelve months following this promotion.

Short-run trends

Highlight of the short-run trends of Israel's development planning are as follows:

Metalworking equipment—In Israel's overall industrial plan, the metal industry holds a "most favored status." The Government of Israel will remain the largest single consumer of machinery needed for its defense and aircraft industries. These industries currently cover 20% of the country's defense requirements. It has been the government's repeatedly declared policy that Israel become increasingly self-sufficient in arms production. In consequence, expansion of production for defense is now under way in which $250 million will be spent on machinery, equipment and materials by 1970. Only a small fraction of the necessary machinery required for the projected expansion is produced locally, and the bulk will have to be imported.

Every possible assistance is also being extended to existing and projected metal industries in the private and cooperative sectors. The list of such enterprises is very extensive and will include articles beginning with home appliances and hand tools, up to large foundries. The increasing demand for metalworking machinery is illustrated by the fact that imports for the first six months of 1968 were more

than double the imports for the entire year of 1967. The current position in this industry indicates that the upward trend will continue also throughout 1969/70.

Although sophisticated U.S. machinery such as numerically-controlled lathes, boring and milling machines appear most attractive, standard-type machinery could also find an interesting market if competitive pricewise with European suppliers.

Chemicals: This industry holds a prominent position in Israel's development program. The existing large concerns which produce basic chemicals and fertilizers such as potash, phosphates, phosphoric acid and industrial salt are rapidly expanding. The government is now strongly encouraging the establishment of new plants for utilizing the by-products of these basic industries, and for the production of additional organic and inorganic chemicals. These would comprise products to cover the needs of rubber, paints, textiles, plastic, food processing, and other industries. The chemical industry, as a whole, will therefore provide in 1969 a wide scope of opportunities to potential investors as well as to prospective U.S. suppliers of industrial equipment and basic materials.

Food processing and packaging: Israel is chronically troubled by repeated fresh fruit and vegetable surpluses. Because the production capacity of the existing processing plants is still insufficient to absorb such surpluses, large quantities of these products have to be destroyed. In order to safeguard the interest of agriculture, and promote exports, Israel is actively encouraging an expansion of the food processing industry in the course of the next year.

Special emphasis will be placed on automation which should augment the competitiveness of local products in world markets through increased productivity. During the first half of 1968, food machinery imports have exceeded by 50% their total imports during the corresponding period in 1967.

Due to the development of this and other industries during 1969, such as pharmaceuticals, cosmetics, household chemicals and detergents, there is a growing demand for attractive packaging methods. Here also U.S. manufacturers of such machinery may successfully step in.

Tourism: Tourism today has become the second largest dollar-producing industry in Israel and this industry should attract proper attention among U.S. industries associated with the accommodation of tourists. There has been a marked growth in the number of visitors lately and, during the past few months, hotels have been unable to meet the demand for accommodation. In 1967, the total number of tourists reached 305,000 bringing a total revenue to the Israeli economy of $52.2 million. A total of 400,000 visitors are expected by the end of 1968 with an additional revenue of about $70 million. It is expected that tourism will continue to climb steadily during 1969.

Apart from the construction of new hotels, many existing hotels intend to modernize their facilities and add new services which will mean an investment of over $20 million by 1970. In addition, there is need to enlarge and improve Israel's catering trade, restaurants and snack-bars.

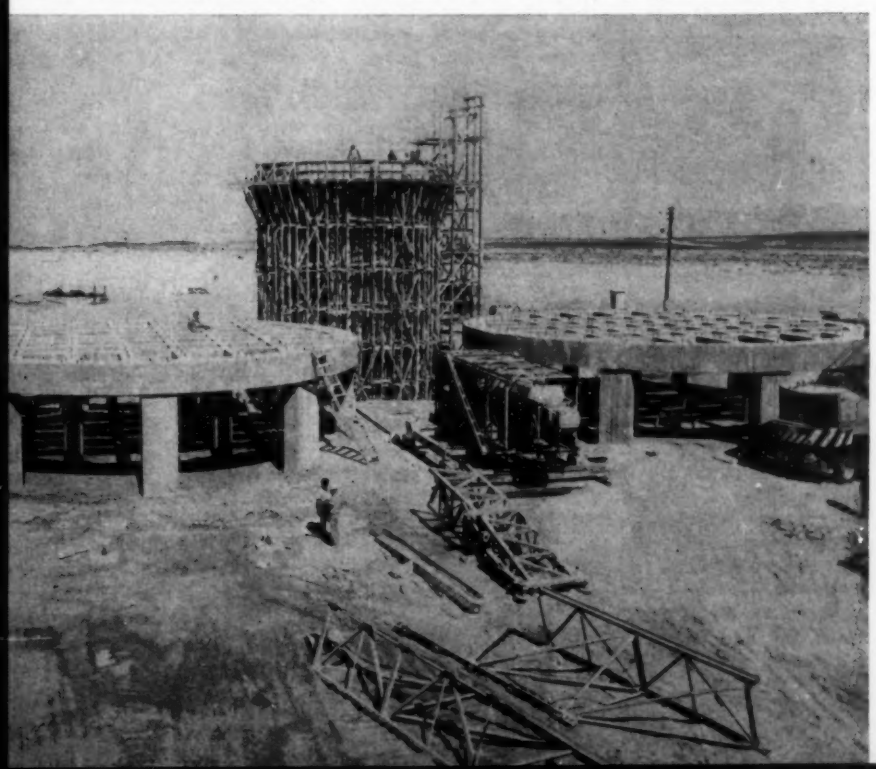
Science-based industries: Israel is placing ever-growing emphasis on building up its economy on the basis of scientific advancement and research. While the promotion is carried out by the government itself through the media of the National Council for Research and Development, the practical research work is done mainly by universities, academies, technical institutes, and the Weizmann Institute of Science. Outstanding results have, in recent years, been achieved in scientific research work of chemical, medical, pharmaceutical, biology, electronics, electromechanics, and other fields. These scientific achievements are now being practically exploited in existing industries, and in many instances justify the establishment of separate self-contained industrial plants. This may represent another opportunity to U.S. enterprise. The Government of Israel is prepared to extend protection and financial support to foreign participation in such new industries.

What does all this mean to the U.S. businessman? There is obviously an exceptional market in Israel which by far exceeds the normal requirements of a country of this size and population. Israel expects to spend $750 million in industry alone within the period of slightly over three years.

It would be misleading, however, for U.S. businessmen to conclude that the Israeli market is a "soft touch" and "easy to get". On the contrary, the market is highly competitive, European-oriented, and very price-conscious.

It is imperative, therefore, if the United States is to retain its position as the Number One supplier to Israel, that U.S. businessmen and industrialists make every effort to actively participate in promoting U.S. products through increased sales efforts, upgrading local agents, and offering proper service facilities for the products sold.

CHEMICAL INDUSTRIES ARE RECEIVING TOP PRIORITY under Israel's current development program. This Arad Chemical Industries plant in southern Israel is due to begin production early in 1970.



Finns ready for upswing

Successful anti-inflation program, export improvement provide firm economic base

With the highly successful operation of this spring's economic stabilization agreements checking inflation and with improved export markets putting the balance of trade in surplus for the first time in this decade, the Finnish economy has acquired a firm base for recovery.

The semi-annual Economic Trends Report from the U.S. Embassy in Helsinki says that marked progress beginning the latter part of this year may bring the real growth rate in 1969 to 6% from the estimated 2% increase for 1968. Other favorable factors ahead are a tight budget for 1969 and a dramatic rise in private investment.

On the other hand, the lag between new investment and job creation means that unemployment will continue to be the economy's chief concern for many months yet.

The new and optimistic estimates of a substantially higher gross national product and rate of investment mean that the Finnish market should have considerably more interest for American exporters.

The best potential lies with those products and services related to industrial expansion and rationalization—from data processing equipment to simple labeling machines. Domestic industries due to make the greatest gains in coming months are those connected with chemicals, paper, textiles and clothing, metalworking, plastics, and mineral processing. Upgrading of output will be an important goal for many of these industries, particularly paper.

The industrial base is also going to broaden with new ventures in petrochemicals, automobile assembly, and a rolling mill for thin sheet steel.

Import barriers reduced

Finland's tariffs and other import restrictions are now at a new low. On July 1 Finland put into effect the first two stages of the tariff reductions agreed to in the Kennedy Round and also liberalized part of its import quota system. The tariff reductions apply to a wide range of industrial items of interest to American exporters and also serve to reduce the degree of preference accorded to member countries of the European Free Trade Association.

Finland is assuming a more active role in promoting foreign investment, and a recent publication, *Establishing in Finland*, has been enjoying a wide circulation in the United States and western Europe.

This year two noteworthy American investment decisions were taken. One by the J. M. Huber Corp. will lead to the completion next year of a plant for the manufacture of specialized chemical products. The second was made in November when Inter-Continental Hotels announced its participation in a 285-room hotel project in Helsinki.

Meanwhile, General Motors has been giving serious consideration to an assembly plant for certain of its European models. Other prominent American firms, such as W. R. Grace and Corn Products, have recently established distribution and sales offices.

Invited to membership in the Organization for Economic Cooperation and Development in July, Finland accepted subject to parliamentary approval and ratification. These steps are expected to take place during the early part of 1969, making Finland the twenty-second member of the organization.

In the field of Nordic cooperation, Finland is working intensively with her sister countries on studies for an economic community which could embrace a customs union, a common capital market, a common agricultural policy and other joint endeavors necessary to economic integration. It is believed that the long-range goal of such a community would be to put the Nordic countries in a better position to negotiate their relationship to the European Communities.

In foreign aid, Finland will be playing a growing role in years to come. The budget for 1969 has proposals for an increase of aid by 54% to a total of close to $7.2 million, most of which is channeled through multilateral programs. Also this year, Finland became a member of the Inter-American Development Bank.

The economic stabilization agreements signed last spring by Finland's major economic interest groups have been even more effective than most observers thought possible. By the year's end, the cost-of-living index will probably have risen about 8.7% in relation to 1967. Most of this increase took place in the first quarter.

For 1969, the picture is more encouraging, with only a 3% increase compared with 1968.

A Price and Wage Council has been ruthless in handling the several hundred applications presented for price increases. Those price rises which have taken place

U.S. SALES PROSPECTS ARE BRIGHT IN FINLAND, where most indicators point to a marked upswing in the economy. This is the U.S. exhibit hall at the Helsinki Trade Fair, where American firms can exhibit their products in this growing Scandinavian market every second year. Next fair is in 1970.

have been mainly related to import costs due to devaluation and higher agricultural prices which were part of the original assumptions of the incomes policy.

Reasonably satisfied by the check in price inflation, labor has acted with great responsibility in the stabilization program. Most major contracts for 1969 have already been concluded within the agreed guidelines.

The Government has also tried to keep its part of the stabilization bargain by holding down expenditures. Although a need for unemployment relief funds forced the Government to obtain substantial new borrowing authority in the third quarter, the budget for 1969 has been tightly drawn to a level of about $2.2 billion, slightly below total estimated expenditures for this year.

Likely to be in surplus for the first time in this decade, the balance of trade in 1968 has been a prime beneficiary of the 1967 devaluation and of the check on inflation by the economic stabilization agreements. Equal credit for the turnabout in trade fortunes is due to the economic recovery in Western Europe, client for two-thirds of Finland's exports. By the end of the year, the volume of exports should have jumped 10% as against a 2% fall in imports.

All sectors of the economy are gaining from this recovery in exports: forest industry products, metal and engineering industries and non-traditional consumer goods such as textiles, clothing, furniture and other quality design goods. In most cases, the exports are also carrying a higher degree of domestic processing.

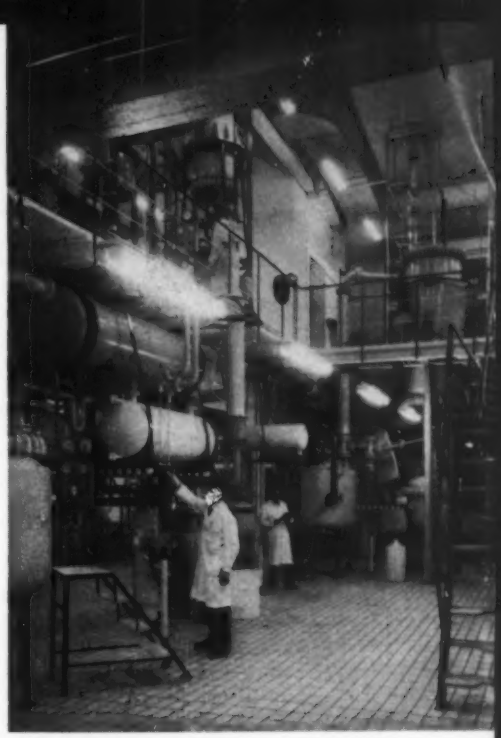
Imports have fallen because of their higher cost due to devaluation and to the sluggish pace of the domestic economy. They may be expected to regain strength as investment comes out of its two-year lethargy.

The Ministry of Finance has forecast a rise of imports in goods and services in 1969 of 9.3%, while export volume in the same categories is expected to remain firm with a 10% increase.

May have surplus

The improvement in travel and transportation as well as in the trade balance during 1968 may permit the year to close with a surplus not only in the balance of trade but also in the current account, despite an increase in the net deficit on investment account.

The sharp upturn in the trade balance and an increased inflow of long and short-term capital have more than doubled gold and foreign exchange reserves since the beginning of the year. As of the end of September, they totaled $220 million. Gold holdings have kept steady throughout the year at about $45 million.



INVESTMENT MAY JUMP 25% in plant and equipment in Finland during 1969, reversing a recent investment sluggishness which has been a leading factor in limiting economic growth. The Leiras synthetic factory, above, is both a research institution and a producer of bulk pharmaceuticals.

Only exports enabled the economy to keep its real gross national product on the plus side this year. Investment has lagged behind expectations so that real growth for 1968 should be only about 2%. For 1969, both exports and investments are calculated to boost GNP by a sturdy 6%.

Investment has been a negative factor in 1967 and 1968 chiefly because of a serious slump in construction, one of the principal determinants of domestic economic health. Next year, government forecasters are counting on a gross domestic investment increase of 13% in volume, based on an 18% rise in private spending and a drop of 3% in the public sphere. Total investment in plant and equipment in volume may leap by 25% as contrasted to a decline of 5% in 1968.

These are bullish predictions for GNP and investment, but even more pessimistic estimates would not put the real growth in GNP at below 4%, or gross private investment much less than 13%.

The lag between investment and job creation will probably prevent any real improvement in employment until the latter half of 1969. Now the most serious economic issue still unresolved, unemployment is running close to double the level of 1967. The number of unemployed

Best openings for U.S. firms listed

The following products and services offer the best sales possibilities for U.S. firms in Finland:

- Fabricated metal products, particularly hand tools, special valves and fittings;
- Marine motors, numerically-controlled machine tools, special paper and pulp machinery, special food products and packaging machines, office and computing machines, service industry machines, mining machinery;
- Electrical measuring, testing and controlling equipment, electronic components and accessories;
- Non-electrical measuring and controlling devices, medical instruments and equipment;
- Personal services, including franchises;
- Business services, particularly business management, administration and consulting services; and
- Accounting, auditing and bookkeeping services, data processing services.

A further area of constant interest is licensing for the above-mentioned equipment and the sale of technological know-how.

The Finnish market for U.S. agricultural products is expected to be appreciably better for raw tobacco. Dried fruits and raisins can expect to enjoy a good market. Some progress may be made in promotional work on air shipments of fresh vegetables. Hard wheat purchases from abroad by the State Granary are being resumed and American wheat may benefit to a limited extent.

If canned fruits continue to be tied to individual licenses in 1969, it is difficult to forecast the course of trade, but U.S. products should have at least the same opportunity as last year. No change is in view in the cotton market.

will worsen this winter despite special government relief measures, but not to the extent of last year.

In proposing an exceptionally tight budget for 1969 of $2.2 billion, slightly below the original budget for this year, the Government adhered closely to its role under the economic stabilization agreements. Although the Government is making new capital investment in certain selected industries and boosting its loans for residential housing construction, the overall level of public investment will go down next year.

Barring unforeseen difficulties, government borrowing on the scanty domestic capital market will also be less than during the current year, thus making more room for borrowing by private interests.

With a lean budget for 1969, an upcoming business tax reform, an end to the devaluation-inspired export levy, a stable wage-price structure and carefully-targeted investment aids, the Government seems to be saying to the private sector that the way is open for it to demonstrate its capacities for growth and innovation.

Total industrial production has been on a gentle upward trend for most of the year, but a steepening in the last quarter may permit an output increase of 4% for the entire year. If exports grow as expected, industrial production in 1969 may be 5 to 7 % greater, with the lead taken by the forest products and metal and engineering industries.

Slump may be ending

In the sensitive area of construction, the end of a long and serious slump may be in sight. Not only the building industry but the entire economy should benefit if the negative record of the past two years can be reversed. Demand for dwellings is very high and impatient; the problem is lack of credit for builders and buyers.

The Government has stepped up its housing loan program this fall by several means including the commitment of most of the loan funds budgeted for 1969 and special credit assistance by the Bank of Finland. Commercial and industrial construction is already showing signs of recovery as new investment decisions are made.

Commercial fellings of timber declined by 2.4% to about 30 million cubic meters during the cutting year which ended in June. Activity is now on an upswing owing to a rise in stumpage prices after a long dispute between forest owners and the pulp mills. A new two-year agreement on pulpwood prices signed in September will reinforce price stability in the vital forest products industries as well as improve the employment and income of the rural population.

In agricultural production the total 1968 bread grain crop, substantially higher than last year, has led already to lack of storage space and measures for the reduction of imports of some types of bread grains and fodder. Milk production continues to grow and with it a mountain of surplus butter. Emergency U.S. limitations on cheese imports this fall have aggravated the dairy problem.

After a decline in volume in the first half of the year, total consumption is only now beginning to recover and may show an increase for the full year of just under 2%. For 1969, total consumption may increase 3%, with the greatest part of the growth accounted for by the private sector.

Unemployment and higher prices arising from the devaluation in the fall of 1967 are chiefly responsible for the lag in consumer spending. Also, the economic stabilization agreement is holding down any significant increase in real income. This year the increase in wages will be about 11% over 1967, leaving a rise in real income of about 2%. For 1969, the wage rise over 1968 should be kept to between 5 and 6%, with a rise in real income of close to 3%.

In consequence, the outlook for retail sales is far from bright. Automobile sales sagged badly after devaluation costs were piled onto an already towering import tax structure. Consumer durables have also suffered. In foodstuffs, there is reported to be a noticeable trend toward lower priced brands and substitutes. Any real improvement in consumer spending may not be noticeable until the end of 1969.

Foreign exchange buildup

Bank liquidity has been good during the latter part of the year because of the foreign exchange reserve build up and the only moderate demand on credit required by the low level of production and investment. Other factors favorably influencing liquidity have been improved export earnings of individual companies and foreign financing.

This situation is due to change soon with the usual end-year increase in imports and as new investment creates credit demand. The banks should then be pushing hard against their re-discount ceilings set by the Bank of Finland.

Deposits are growing at a fairly satisfying rate, though the trend may be temporarily ruffled by highly attractive government bonds which have just been placed on the market. As index-tied bank deposits have been phased out under the economic stabilization program, most of them have been transferred to 6% savings accounts.

This movement, which reflects confidence in price stability, has helped to hold down consumption and prices, but has also placed a greater interest payment burden on the banks. There seems small likelihood that commercial lending rates will change in the near future.

Brazil makes small cruzeiro devaluation

The Central Bank of Brazil has announced new exchange rates effective Nov. 19: 3.745 new cruzeiros to the U.S. dollar buying and 3.770 selling.

This devaluation of 1.9% is the second small adjustment since the inauguration of the new exchange system on Aug. 21 and it came 56 days after the first adjustment occurred on Sept. 24 (INTERNATIONAL COMMERCE, Sept. 30).

The degree of this adjustment of approximately 1% per month since the last change corresponds roughly to one-half of the existing domestic rate of interest of 2% and the rise in wholesale prices of 1.9% in September and 2.0% in October.

The slight pressure prevalent in the foreign exchange market during recent weeks indicated that the move was not unexpected; however, the smallness again confirms the advantage under the new system of investing funds rather than speculating on devaluation.

The official explanation reportedly attributes the relatively slight adjustment to Brazil's favorable reserve position owing to trade movements and financial agreements recently concluded with international institutions.

U.S., Japanese officials review two fishery accords

U.S. and Japanese officials began a review of two existing fishery agreements between the two countries on Nov. 13. The first of these agreements, originally signed in 1964, provides measures for the conduct of the king crab fisheries in the eastern Bering Sea. The other agreement, signed May 9, 1967, has to do with certain fishery problems off the coast of the United States.

The two delegations are examining the operation of the agreements in the light of current problems and new developments in the fisheries.

Investment benefits in various fields offered by Spain

The Spanish Ministry of Industry has issued invitations for a new round (the sixth) of investment proposals in the Development Poles and the Campo de Gibraltar (north of the Gibraltar line) area.

Both programs are designed to attract private industrial investment by offering a variety of incentives.

In the Campo de Gibraltar area, investments in textiles, chemicals, construction materials, footwear and metal products industries are being sought.

In the two industrial promotion poles—Burgos and Huelva—benefits may be granted to firms investing more than 30 million pesetas ($430,000) and creating 50 new jobs.

In the five industrial development poles—LaCoruna, Sevilla, Valladolid, Vigo, and Zaragoza—these benefits may be granted to firms investing a minimum of 40 million pesetas ($570,000), and creating a minimum of 100 new jobs, in any of the following areas: most food products (canned vegetables in Sevilla, Valladolid and Zaragoza, only), clothing, footwear, printing, paper and cardboard, tanneries, furniture, chemicals, building and construction materials, iron, steel and nonferrous metals, metal products; machinery for chemical industry (LaCoruna and Valladolid), machinery for food processing and packaging (LaCoruna, Valladolid, Sevilla), machinery for agriculture, excluding tractors (Valladolid and Sevilla), electrical equipment, excluding household appliances (Sevilla, Valladolid, Zaragoza).

The benefits available include a rebate of up to 95% on various taxes and on the customs duty on imported capital goods not produced in Spain, besides access to official credit and a cash subsidy of up to 20% of the original investment.

Investment proposals must be filed by Feb. 12, 1969 for the Development Poles, and by Dec. 31, 1968 for the Campo de Gibraltar.

Additional information on investment in Spain may be found in OBR 68-28, *Establishing a Business in Spain,* which is available at 15 cents per copy from the nearest Field Office of the Department of Commerce, or from DIB Sales and Distribution Branch, Room 2119, U.S. Department of Commerce, Washington, D.C. 20230.

Ceylon hotel will buy U.S. goods with Eximbank credit

The Export-Import Bank has authorized its first credit in favor of a buyer in Ceylon. Proceeds of the $3 million credit will be used to buy American equipment and services for a hotel to be built in Colombo.

Ceylon is now seeking to develop its tourist industry, an important potential source of foreign exchange earnings. The new 250-room first class hotel will be an important addition to Ceylon's tourist accommodation facilities. It will be operated by Intercontinental Hotels Corp., an affiliate of Pan American World Airways, and is expected to be completed in 1971.

Belgian is denied U.S. export privileges

An order denying export privileges has been entered against Moens & Co., and Marcel Moens of Antwerp, Belgium, for violations of the export control laws.

According to the U.S. Commerce Department's Bureau of International Commerce (BIC), the respondents participated in an illegal transaction involving $100,000 worth of U.S.-origin agricultural equipment containing advanced technological features.

The respondents ordered the U.S. equipment from a Canadian supplier knowing that U.S. law prohibited its reexportation to communist countries. Although representing that the equipment would be used in Belgium and adjoining countries, they had intended, according to BIC, to reexport it to a communist destination which they eventually did.

The transaction first came to the attention of BIC in October 1964, and at that time a temporary denial order was issued against the respondents. The present order, effective for the duration of export controls, continues the restrictions of the temporary order.

Under the terms of the order, the respondents, their agents and employees are prohibited from participating in any transaction involving commodities or technical data exported or to be exported from the United States. The order also prohibits other persons from participating directly or indirectly with respondents in any transaction involving commodities or technical data exported or to be exported from the United States.

LAFTA conference ends without accord

Proposal to place safeguards on list of free trade items vetoed

The Seventh Extraordinary Conference of the Latin American Free Trade Association (LAFTA) adjourned Nov. 15 without reaching agreement on the Common List of free trade items or on proposed agricultural safeguards.

The Conference, which began four months ago, was scheduled when last year's Seventh Ordinary Conference failed to bring agreement on the second installment of the Common List. Under the Treaty of Montevideo, the second 25% installment was to have been completed by December 1967.

As lack of agreement continued to plague LAFTA negotiation efforts this year, a proposal was put forward for the use of safeguards for agricultural products placed on the Common List. Under the proposal, members would have been permitted to continue to protect certain critical agricultural products after 1973, the year by which all products on the List are scheduled in the Treaty to be freely traded within the group.

Agreement on the safeguards theoretically would have eased the way for members to put most agricultural products on the Common List, thereby almost assuring completion of the second installment. The proposal, however, was defeated by the negative votes of Ecuador, Paraguay and Peru.

The LAFTA Eighth Ordinary Conference is currently meeting in Montevideo to negotiate further concessions on the National Lists. No future meetings to consider the Common List and the agricultural safeguards proposal have been scheduled.

Prior deposit requirement withdrawn by Pakistan

Pakistan has withdrawn the compulsory 15% minimum deposit requirement for opening letters of credit for Free List imports.

Authorities in Pakistan cited a lower than expected volume of Free List imports as the basis for this action, which became effective Oct. 1.

The requirement had been imposed in October 1965.

Foreign firms offer licenses to U.S. companies to produce variety of goods

Range of products include non-stick frying pan, soil stabilizer, candy, plastic-fiber glass buildings, other industrial equipment

Manufacturers in Denmark, Liechtenstein, West Germany, France, and Finland, are seeking U.S. licensees to produce and distribute their products for the U.S. market.

Products offered are a non-stick frying pan, soil stabilizer, special candy, prefab plastic-fiber glass buildings, and several industrial products.

For the name and address and any other additional details, write the Office of International Investment, code 874, Bureau of International Commerce, Department of Commerce, Washington, D.C. 20230, referring to the appropriate File number assigned each opportunity listed below.

• A Danish manufacturer is seeking a U.S. licensee to produce its non-stick frying pan.

The bottom of this cooking utensil is corrugated with a large number of rounded depressions and crests arranged in a special pattern. Frying may be done with less fat than in an ordinary frying pan, and in some cases with no fat at all, without scorching the food. The fat used remains evenly distributed all over the pan even if the pan is tilted.

The special design and cast-forging method used in the production of the utensil gives a refinement of the structure resulting in improved heat transfer, and a surface which is easy to clean. **File 1687.**

• A company in Liechtenstein is offering to a U.S. licensee its know-how in soil consolidation and stabilization.

The elements used in the process are interface-active substance in monomer and polymer mixture, catalysts, solubilizer, and penetration accelerator which bring about a change in the surface tension between water and mineral, linkage of solid particles by dipolar properties, and forms a water-proofing agent. **File 1688.**

• An internationally-known West German candy firm is offering to a U.S. licensee its know-how.

The candies, in the form of pebbles, are filled with marzipan, chocolate, apricots, cherries and nuts. **File 1689.**

• A Finnish company specializing in the plastics field is seeking a U.S. licensee to produce and distribute a new type of leisure time house.

The house is composed of a few easily transportable fiber glass reinforced polyester plastic sections which can be joined together at the building site. The design is new and attractive, and includes both exterior and furnishings.

The house is suitable for private use and tourist accommodation, as a fishing, hunting or ski lodge, or as a summer cottage. In addition to drawings and instructions, the necessary tools and molds are available. An official of the company plans to visit the U.S. during early 1969. **File 1690.**

• A French firm is seeking a U.S. company to manufacture its products used in the industrial and transportation fields.

Among these products are porous filters and microfilters, water and air separators, pumping and dispensing units, industrial hoses, reels, and couplings; nozzles, fuel and pressure gauges, and valves. **File 1691.**

Investment Assistance

The licensing and joint-venture proposals listed in this section are published as an informational service for U.S. firms interested in overseas affiliations. Companies responding to these opportunities should be cognizant of the present mandatory investment regulations published in the Federal Register for Jan. 3, as amended.

To receive follow up assistance and general information about investment abroad telephone: 202-967-3786 or write: Office of International Investment, Department of Commerce (BIC-878), Washington, D.C. 20230. A (*) following the name of the foreign firm indicates that additional information is available from the above address.

WTD indicates that a World Trade Directory Report containing financial and business background information on the foreign firm is available for $2 from the Department of Commerce (BIC-924), Washington, D.C. 20230 or the nearest Department of Commerce Field Office.

New Zealand manufacturer wants licensing arrangement

Licenses to manufacture metal, glass or plastic household furniture, hand tools and household appliances are sought by a New Zealand firm. Products of particular interest include outdoor, portable and inflatable furniture, automotive hardware and accessories, small gas or electric refrigerators and portable equipment for use with liquefied petroleum gas.

Write: Mr. M. A. Firmin, Merchandise Division, Baillie Motors Ltd., P.O. Box 989, Hastings, New Zealand. WTD.

Danish firm wants to make fabricated steel products

Licenses or subcontractor arrangements to manufacture fabricated steel products, including platework, welded products, silos, containers, vats, booths, and specially designed steel products of any type, are being sought by a small Danish firm.

The firm has operated in the sales and engineering fields since 1945, serving the shipbuilding, building construction, plastic, chemical, and other industries.

Write: Hakon Gertsen, Radhuspladsen 4, 1550 Kobenhavn V, Denmark.★ WTD.

Moroccan firm seeks license to produce plastic containers

A Moroccan distributor of petroleum products seeks a license to manufacture plastic containers and bottles for storing liquefied petroleum gas. Pressure should be 13 kilograms per square centimeter. Plans call for producing 25,000 units annually.

Write: Societe Marocaine des Petroles, Avenue des F.A.R., Casablanca, Morocco. WTD.

British firms look for U.S. licenses in related fields

Interests vary from machinery to synthetic rubber products

Five British manufacturers are interested in licenses to produce industrial machinery and synthetic rubber products.

• A large British corporation **seeks licenses to manufacture American cutting-off machinery in the United Kingdom.** The firm presently manufactures and exports circular cold sawing equipment, and wants to extend its range by producing complementary established lines.

Founded in 1864, this company now employs 550 and is well equipped to produce the machinery for which licenses are sought.

Write: S. Russell and Sons Ltd., Bath Lane, Leicester, England. WTD.

• An engineering group seeks arrangements with U.S. companies for the **manufacture under license of products involving medium to heavy engineery such as machine tools and agricultural equipment.**

The British company, a manufacturer of heavy engineering products, machine tools, air conditioning equipment, and environmental controls, was established in 1931 and presently has 200 employees plus nine salesmen.

Write: Mr. R. Skermer, Chairman, Readson Engineering Group, Orient House, Granby Row, Manchester 1, England.★ WTD.

• A British firm seeks licenses to manufacture equipment for the converting of paper, film and foil. This would include rotary gravure and flexographic printing, slitting, sheeting, coating and laminating machinery. The firm is an affiliate of a British holding company.

Write: I. Bier and Son (Overseas) Ltd., Roman House, Wood St., London, E.C. 2, England, WTD.

• A well established company manufacturing heating appliances, dryers, washing machines and beverage vending machines is seeking **licenses for the manufacture of similar products in the United Kingdom.**

Write: "Cotto" (Scunthorpe) Ltd., Enterprise Works, Digby Street, Scunthorpe, Lincolnshire, England. WTD.

• A license to **manufacture synthetic rubber diaphragms, coated fabrics and related products** is sought by a leading British producer of precision rubber and plastic mouldings. The firm's product line includes resin rubber soles, anti-vibration mountings, sealing rings, ice trays, bathing caps and washers. The company employs about 1,000.

Write: Long and Hambly Ltd., Slater St., High Wycombe, Buckinghamshire, England, WTD.

U.S. ties sought by New Zealand fishing firm

The New Zealand Sea Products Export Ltd., which began operations three years ago with over a million dollar investment, is available for liquidation through a public tendering process.

The recent failure of the company has been attributed to undercapitalization, inadequate research for the location of fishing fields and insufficient number of trawlers, and mismanagement of shore facilities.

The New Zealand Government's interest in the successful reorganization of the operation has led to its offering special handling of the case.

Write: H. F. Foster, Receiver, Barr, Burgess & Stewart, National Mutual Bldg., Featherstone St., Wellington.★

Dutch firm seeks licenses to manufacture machines

Licenses to manufacture all kinds of machinery and equipment for the brewing, soft drink, chemical, petrochemical, refrigeration and related industries are sought by a Dutch company.

Currently, the firm produces bottle decorating machinery and gas producing, recovering and purification equipment.

The Dutch firm would handle all related sales services such as engineering, installation, maintenance and repair. It would also be willing to stock spare parts. The marketing area would comprise all of Europe, including the East European countries.

Write: Rosario N. V., 88 Hoge Ham, Dongen, The Netherlands. WTD.

German companies seek U.S. licenses in industrial fields

Licenses to manufacture machinery, furnaces and ovens are sought by three German firms.

• **A license to manufacture continuous broaching machines** is sought by a German firm.

The company currently produces broaching machines, sharpening machines for broaching tools and machine tool accessories. It has about 300 employees.

Write: Arthur Klink GmbH, Wartbergstrasse 3, 7533 Eutingen ueber Pforzheim, Germany. WTD.

• This large German manufacturer of diesel locomotives, mining and construction machinery and equipment seeks **licenses for the manufacture of all type of road building and excavation machinery.**

Established in 1899, the firm now employs 200 and markets its products throughout Europe and the Near East.

Write: Ruhrthaler Maschinenfabrik Schwarz & Dyckerhoff KG, Muelheim/Ruhr, Germany.★ WTD.

• A German manufacturer of industrial furnaces and ovens for the metal, glass and ceramic industries, laboratory furnaces, and a wide range of drying and heating ovens seeks a **license to make related products.**

Write: Linn, Industrieofenbau KG, Ostbahnstrasse 116, 8562 Hersbruck, Germany.★ WTD.

Hong Kong firm wants to expand product line

A Hong Kong firm currently manufacturing fibre glass tanks, boats and panels, seeks licensing or other arrangements in the following product lines: fishing rods, large boats (over 25′, especially life boats), luxury bus bodies, air freight containers (igloos) and prefabricated houses.

The firm, established in 1964, has 30 employees and is managed by an American who owns 1/3 interest. The firm is actively seeking new markets for fibre glass products.

Write: Mr. Leonard Ross, Mgr., Rainbow Glass Fibre Products, Ltd., 57 Peking Road, Kowloon, Hong Kong.★ WTD.

World Trade Opportunities

Taiwan announces plans for Taicha River dam

Firm has applied for $50 million World Bank loan for this project

The Taiwan Power Company (Taipower), Taipei, Taiwan, Republic of China, has announced that international bidding is being called for the construction of the Taicha River dam in Taichung Hsien, Taiwan.

Only bids submitted by duly registered firms from member countries of the International Bank of Reconstruction and Development (IBRD) or Switzerland will be considered.

The works consist mainly of diversion works (concrete cofferdams and concrete lined tunnel), ridge excavation of about 750,000 cubic meters of rock, a 180-meter high concrete dam, thin arch type, an underground powerhouse equipped with 3 x 78 MW units, a concrete lined spillway tunnel, and appurtenant works.

The Taiwan Power Company has applied for a $50 million loan from IBRD which will be used mainly for this project. According to the company, more than $34 million will be used for dam construction and installation of three generating units of 78,000 kw each, and more than $9 million for the conversion of a super high tension transmission system from the present 154 kv to 345 kv. In addition, an unrevealed amount of local currency funds will be required.

Prospective bidders can obtain the prequalification questionnaire together with a copy of *General Information* for the above project, upon payment of $100 or equivalent of local currency at any of the following addresses:

Taiwan Power Co., Construction Engineering Dept., 39 Hoping E. Road, Sec. 1, Taipei, Taiwan.

ELC-electroconsult S.p.A., Via Chiabrera, 8, 20151 Milano, Italy.

Office of Economic Counselor, Chinese Embassy, 2311 Massachusetts Ave., Wash., D.C. 20008.

Official registration shall be obtained by the prospective bidders who have purchased bid documents by submitting an application signed by an authorized official stating the mail and cable addresses of the bidder to whom Taipower may send additional communication.

Prequalification documents should be sent to ELC-electroconsult, S.p.A. so as to arrive by Dec. 16. The opening of bids is scheduled for May 1, 1969.

Malaysia calls for bids on duplicating paper, other items

The Government of Malaysia invites tenders for the supply of approximately 198,000 reams of duplicating paper of varying sizes, stencils, correction fluid, and ball pens in 1969. Bid deadline is Jan. 3.

Copy of tender containing conditions and specifications available from Forest Products & Packaging Division, BDSA-625, Rm. 4007, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-3003).

Spanish knitting group offers possibility for broadening U.S. sales of machinery

A national grouping of Spanish knitting firms, Agrupacion Nacional de Fabricantes de Genero de Punto, Via Layetana 20, Barcelona, and Jose Antonio 32, Madrid, has been formed to further the common interests of the Spanish knitting industry. The group is an obligatory association of the 1,800 knitting firms in Spain.

The purposes of the group are: 1) to reduce atomization in the industry by furthering the development of cooperatives, 2) spur export trade by seeking large orders as a group and subdividing them among the membership, and 3) reducing costs through the purchase of machinery and equipment on a centralized basis. Because of the possibility of centralized decision-making, the formation of the group offers a possibility for the broadening of U.S. sales of knitting machinery.

Interested U.S. firms should contact the group at the above address.

Uruguay releases plans for thermoelectric power plant

The Administracion General de las Usinas Electricas y los Telefonos del Estado (UTE), Calle Paraguay 2431, Piso 8 (Seccion Licitaciones) Montevideo, a government owned electric power monopoly, has issued a request for bids for evaluation, exploitation and feasibility studies of peat moss in Rocha Province in the interior and/or the supply and erection of a thermoelectric power plant using peat moss as fuel.

Tender No. 6158/68 (copy 057) bid deadline Jan. 9.

One copy of document (in Spanish) available for reference only, not for loan, from the Power and Electrical Equipment Division, BDSA, Room 4124, Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-4241).

Government of Thailand plans construction of concrete plant

The Royal Irrigation Dept., Samsen Road, Bangkok, has issued Tender No. I.P.PP.MT-1-11 for the supply of a portable, complete batching plant, capacity: 100 cu. yds./hr.; cement silo, 180 bbls., min. capacity; two mixers, capacity: 2 cu. yds. each; concrete truck mixer, 4 cu. yds. capacity; and one concrete bucket, 2 cu. yds. capacity. No bid deadline has been established.

A copy of the tender is available on a short term loan basis to firms domiciled in the U.S. from the GIE Division, BDSA-647, Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-5585).

Jordan extends bid deadline

The Municipality of Amman, P.O. Box 132, Amman, has extended the deadline for the construction of a slaughterhouse (see INTERNATIONAL COMMERCE, Oct. 28, p. 28), from Nov. 16 to Dec. 14. Tender documents are available from the above address for $28.00.

Burma asks quotations on reservoir equipment

Quotations are invited for the supply, erection, testing, and maintenance of (1) Spillway Tainter-gates, (2) Lock-gates, and (3) Bascule Bridge for the Mobye Reservoir and Dam, a major addition to Burma's Baluchaung Hydroelectric project, which will be used both for irrigation and as a source of power.

(1) Four Spillway Tainter-gates and accessories with separate hoist mechanisms powered by 400-volt electric motors; minimum aggregate lifting power of steel cables to be 12 long-tons. Gates should withstand stresses at a water level of plus 2,898 ft.

(2) Three pairs of hydraulic Lock-gates and accessories with compressive force of the pistons not less than 14 long-tons.

(3) Forty Stop Logs (20 sets) with manual hoist mechanism built to withstand stresses at a traffic load of 40 long-tons, operated by two hoists whose total lifting capacity is to be not less than 16 long-tons.

Correspondence relating to the quotations should be directed to the Controller of Stores, Central Stores Dept., Electricity Supply Board, Rose Bank Rd., Ahlone, Rangoon, Burma. Bid deadline Jan. 15.

A copy of Tender conditions and specifications is available for loan to interested U.S. firms by the Water Resources and Engineering Services Division, BDSA, Room 4111, U.S. Dept. of Commerce, Wash., D.C. 20230.★

Prequalifications wanted by Turkey on bids for bridge construction

Tenders for the Bosphorus (Eurasia) Bridge Construction have been divided into five sections, with qualified firms or groups invited to bid on part or the whole of the contract.

The divisions are: (a) 43,000 cubic meter excavation and 46,000 cubic meter concrete construction for pier foundations and anchorages; (b) 4,600 tons of high tensile welded and bolted steelworks for towers; (c) 5,600 tons of wire for main cables, spiral strand hangers, cable clamps, other related items; (d) 9,000 tons of welded box construction or welded and bolted trussed girders for deck; (e) 3,000 tons of welded and bolted steelwork and 5,000 cubic meters of reinforced concrete slab for approach viaducts.

For prequalification, contractors should communicate evidence by Dec. 10 of previous experience and resources to Karayollari Genel Mudurlugu, Ankara, Turkey (The General Directorate of Highways), with a copy to the consulting engineers, Freeman, Fox and Partners, Alliance House, 12 Caxton St., London, S.W. 1, England. In case of a group tender, particulars are required for each firm with type of proposed association and work division.

Contract documents will be sent to prequalified firms with an indication of credits desired.

World Trade Opportunities Continued through page 39

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. These numbers refer to the Standard Industrial Classification (SIC) Manual, which is available for $4.50 a copy from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any trade relations.

The listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the Comprehensive Export Schedule or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

- **indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.**

★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the International Liaison and Trade Opportunities Staff, BDSA-541, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade mission) number is requested in correspondence. Requests for loan material should specify country and TM number.

WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $2 each from the Bureau of International Commerce, BIC-924, U.S. Department of Commerce, Rm. 6059. Telephone: 202-967-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Sales Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless a desire for an agency agreement is expressed.

019 Miscellaneous agriculture

GERMANY—Animal specialties: exotic birds, parakeets, tropical fish for pet stores. Direct purchase and agency. Oskar Burkart (wholesaler, retailer, sales agent), 7521 Forst bei Bruchsal. WTD 11/68.

203 Canning, preserving foods

FRANCE—Canned fish: mackerels, sardines, anchovies, salmon, tuna; frozen fish: crabmeat, lobster, lobstermeat, scallop. Requests offers with price quotations c.i.f. Paris or Nice. If possible indicate fish names in latin. Alain Gaymard (broker), 24 Bld National, 13 Marseille, 1er. WTD 11/68.

GERMANY—High quality food specialties including canned tunafish, salmon, other sea foods, canned fruits, vegetables. Offers c.i.f. German seaport preferred. Direct purchase and agency. Wellenkamp, Sjoestroem & Co. (importer, exporter, wholesaler), 28 Bremen, Kurfuerstenallee 2c (P.O.B. 635). WTD in preparation.

204 Grain mill products

PORTUGAL—Long-grain type rice; Thailand, Patna varieties. Ramazzotti, Ida. (importer, wholesaler, exporter), Rua Abade Faria 33, Lisbon. WTD in preparation.

208 Beverage industries

GERMANY—American still table wines, grape, fruit or berry in barrels. Offers c.i.f. German seaport preferred. Direct purchase and agency. Wellenkamp, Sjoestroem & Co. (importer, exporter, wholesaler), 28 Bremen, Kurfuerstenallee 2c (P.O.B. 635). WTD in preparation.

209 Food preparations

GERMANY—High quality food specialties, including canned tunafish, salmon, other sea foods, canned fruits, vegetables. Offers c.i.f. German seaport preferred. Direct purchase and agency. Wellenkamp, Sjoestroem & Co. (importer, exporter, wholesaler), 28 Bremen, Kurfuerstenallee 2c (P.O.B. 635). WTD in preparation.

224 Narrow fabrics

GERMANY—Textile ribbon for florists, gardeners. Requests price quotations c.i.f. Rotterdam. Requests replies in German. J. Boetzel Nachf., Inh. E. Lorenz (importer, wholesaler), 4 Duesseldorf 1, Schliessfach 1807. WTD 10/68.

227 Floor covering mills, products

JAPAN—Carpeted vinyl or nylon mats, runners; indoor, outdoor use. Direct purchase and agency. Bestsellers, Ltd. (importer, distributor), 1 Tsunohazu 1-chome, Shinjuku-ku, Tokyo. WTD 10/68.

228 Yarn, thread mills products

TANZANIA—Synthetic twines for fishnet manufacturing industry. Monthly requirements 10,000 lbs. 210D/2 to 210D/15; 7,000 lbs. 210D/24 to 210D/42 of nylon twines; 1,200 lbs. 20S/3 to 20S/12 of vinylon twines, all in 700 grams spools. First shipment to be made January/February 1969 thereafter regular monthly shipments. Samples strictly to specifications with c.i.f. prices urgently required. Gen. Mgr., Tanzania Fishnet Industries Ltd. (manufacturer), P.O. Box 21005, Dar es Salaam. WTD in preparation.

229 Textile goods

GERMANY—Ribbon nonwoven (yarn bonded by plastic) for florists, gardeners. Requests price quotations c.i.f. Rotterdam. Requests replies in German. J. Boetzel Nachf., Inh. E. Lorenz (importer, wholesaler), 4 Duesseldorf, Schliessfach 1807. WTD 10/68.

MALAWI—Plastic upholstery materials. Quotes in £ sterling requested. S. N. Barot & Co. (wholesaler, retailer), P.O. Box 3, Mzimba. WTD 10/68.

243 Millwork, veneer, plywood, prefabricated structural wood products

MALAWI—Plywood, hard, soft boards, related building woodwork. Prices in £ sterling requested. S. N. Barot & Co. (wholesaler, retailer), P.O. Box 3, Mzimba. WTD 10/68.

244 Wooden containers

MALAWI—Tool chests, wood. Prices in £

sterling requested. S. N. Barot & Co. (wholesaler, retailer), P.O. Box 3, Mzimba. WTD 10/68.

262 Paper mills, products

MALAWI—Wrapping, writing, typing, duplicating paper. Price lists in £ sterling requested. S. N. Barot & Co. (wholesaler, retailer), P.O. Box 3, Mzimba. WTD 10/68.

264 Converted paper, paperboard products

SWITZERLAND—Printed and unprinted gift wrappers made from purchased materials, paper. Direct purchase and agency. Michel Tarantola (importer, agent), Rue Montchoisi 4, 1400 Yverdon. WTD in preparation.

272 Periodicals: publishing, printing

SWEDEN—Periodicals, professional, others. AB Edvin Lundgrens Bokhandel (retailer), Sodergatan 3, S-211 34 Malmo. WTD 11/68.

273 Books

SWEDEN—Books, technical, scientific, professional, general. AB Edvin Lundgrens Bokhandel (retailer), Sodergatan 3, S-211 34 Malmo. WTD 11/68.

281 Industrial chemicals

ISRAEL—Chemicals, industrial solvents, decolorizing active clay for refining wax, lube oil. Haifa Basic Oils Ltd. (manufacturer, importer, exporter, distributor), P.O. Box 4, Haifa. WTD 10/68.

282 Synthetic materials

HONG KONG—Polyethylene, polystyrene resins suitable for making plastic toys. Tong Sun Hong (importer, exporter), P.O. Box 14170. Cable: FRUITSAGENT. WTD in preparation.

284 Soap, detergents, cleaning preparations, perfumes, cosmetics

UGANDA—Automobile polishes. Five Star Service Station (Uganda) Ltd. (importer), P.O. Box 3998, Kampala. WTD 11/68.

287 Agricultural chemicals

GERMANY—Insecticides for spraying flowers. Requests price quotations c.i.f. Rotterdam. Requests replies in German. J. Boetzel Nachf., Inh. E. Lorenz (importer, wholesaler), 4 Duesseldorf 1, Schliessfach 1807. WTD 10/68.

306 Fabricated rubber products

PORTUGAL—Firehose, rubber. Direct purchase and agency. Sociedades Reunidas Reis SARL (importer, wholesaler, distributor), Rossio 102-1, Apartado 2030, Lisbon. WTD 4/68.

307 Plastic products

CAMEROON—Plastic products for retail. Requests replies in French. Societe R. Desplaces & Cie (importer), 8 Rue Joseph Serlin, Lyon ler, France. WTD in preparation.

322 Glass, glassware

SWITZERLAND—All kinds of decorative, original glassware; glassware for household use; novelties. Direct purchase and agency. Michel Tarantola (agent), Rue Montchoisi 4, 1400 Yverdon. WTD in preparation.

326 Pottery, related products

SWITZERLAND—Pottery art, ornamental ware, figures made of china, vases, flower pots, pottery, china, earthen ware; novelties. Direct purchase and agency. Michel Tarantola (agent), Rue Montchoisi 4, 1400 Yverdon. WTD in preparation.

331 Steel mill products

● **NEW ZEALAND**—Steel wheels for railway locomotives, 1000, to N.Z.R. specification 462/5 (Feb. 1968). Tender S68/627; bid deadline Jan. 22. Comptroller of Stores, New Zealand Railways, Private Bag, Wellington. Copy of specifications available from Iron and Steel Division, BDSA-669, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2364).

Demanding markets

As a U.S. producer selling in our domestic economy, you already are a supplier to the most demanding market in the world. Moving into the foreign market, you will benefit from the know-how you have acquired from previous experience, just as you will benefit from the assets of good judgment, tact, aggressiveness, and business acumen.

In this sense, it is neither more difficult nor easier to achieve success in selling overseas than it is to succeed in selling in this country. Success in export requires careful evaluation of potential markets for your product; willingness to make a long-term commitment, if necessary; and some adaptability to foreign techniques in marketing and servicing.

LAWRENCE C. McQUADE, Assistant Secretary for Domestic and International Business, in "Introductory Guide to Exporting," published April 1968 by U.S. Department of Commerce

335 Rolling, drawing, extruding of nonferrous metals

AUSTRALIA—Pre-polished brass sheets for trophies, name plates, machine engraving, 12" x12" or 12"x18" sheets corresponding closest to English wire gauge 18 through 26. Distribute as well as use in own manufacturing. Aiden Industries Pty. Ltd. (manufacturer, retailer, distributor, exporter, importer), 125 Military Rd., Neutral Bay, N.S.W. 2089. WTD 6/68.

342 Cutlery, handtools, general hardware

MALAWI—Carpentry, metal work, general maintenance tools, hand use. Catalogs, price lists in £ sterling requested. S. N. Barot & Co. (wholesaler, retailer), P.O. Box 3, Mzimba. WTD 10/68.

346 Metal stampings

MALAWI—Tool boxes for hand tools, stamped metal. Catalogs, price lists in £ sterling requested. S. N. Barot & Co. (wholesaler, retailer), P.O. Box 3, Mzimba. WTD 10/68.

349 Fabricated metal products

FRANCE—Regulators, pressure controls, related equipment, accessories suitable for use by steam-boiler manufacturers in connection with own equipment such as hot-water heaters, steam-heating systems, allied products. Catalogs, price lists requested. Direct purchase and agency. Parent (Etablissements) (manufacturer), Boulevard du Midi; 47- Nerac, Lot-et-Garonne. WTD 7/67.

351 Engines, turbines

INDONESIA—Marine propulsion engines, ranging from 5-90 hp. (in complete unit); industrial Diesel engines of various capacities from five up to 120 hp. N.V.P.D. "Perintis" (importer, exporter), Djl. Gedung Pandjang 37A, P.O. Box 1361/Dak. Djakarta-Kota. WTD in preparation.

● **PANAMA**—Supply 40,000 Kw. thermoelectric power plant (similar to unit under construction at Las Minas Bay) company awarded the project will be expected to finance it. Tender No. 211, bid deadline Jan. 31.

Specifications available for nonrefundable cost of $200 may be obtained from the Director General, Instituto de Recursos Hidraulicos y Electrificacion (IRHE) Apartado 5285, Panama 5, Republic of Panama.★ (Telephone: 202-967-4241.)

352 Farm machinery

ISRAEL—Replacement parts for tractors, heavy earth-moving equipment, excavators, scrapers, bulldozers. Direct purchase and agency. C.M.D. Engineering Equipment Supplies Co., Ltd., (importer, exporter, agent), 15 Ha'Ahim Mislavita St., P.O. Box 1171, Tel Aviv. WTD 10/68.

353 Construction, mining, materials handling machinery, equipment

● **BURMA**—Eight crawler tractors, not less than 230 hp, hydraulic operated dozer, front and rear lights. Tender No. 9(T)MCY/IRR/68-69. Bid deadline Dec. 16. Chief Engineer, Irrigation Department, 9/21 Strand Road, Rangoon.★ (Telephone: 202-967-5566).

INDONESIA—Equipment for road rehabilitation & construction, such as static 3-wheel rollers, static tandem rollers, graders. N.V.P.D. "Perintis" (importer, exporter), Djl. Gedung Pandjang 37A, P.O. Box 1361/Dak., Djakarta-Kota. WTD in preparation.

● **IRAN**—Supply, install and adjust ten loading lifts (freight elevators), with a three ton load capacity. Tender No. 72120, bid deadline Jan. 6. Iranian Tobacco Monopoly, Tehran.★ (Telephone: 202-967-5585).

354 Metalworking machinery

INDONESIA—Power tools: hand electric drill (gun model), grinding machines, with 120V single-phase & 220/380V 3-phase A.C.

motors. N.V.P.D. "Perintis" (importer, exporter), Djl. Gedung Pandjang 37A, P.O. Box 1361/Dak., Djakarta-Kota. WTD in preparation.

MALAWI—Power-driven hand-operated tools, 220 volt. Catalogs, prices in £ sterling requested. S. N. Barot & Co. (wholesaler, retailer), P.O. Box 3, Mzimba. WTD 10/68.

355 Special industry machinery

★★ **CAMEROON**—Twist wrapping machine, small wrapping machine for biscuits. Requests replies in French. No-Co-Ca (Nouvelle Confiserie Camerounaise) (manufacturer, importer), Attn: Toufic Hajj. B.P. 5151, Douala. WTD in preparation. TM C-23.

★★ Plastic manufacturing machinery; injectors, molders, extruders. Requests replies in French. Societe R. Desplaces & Cie. (importer), 8 Rue Joseph Serlin, Lyon ler, France. WTD in preparation. TM C-8.

ETHIOPIA—Machinery for producing plastic-impregnated cloth. Yearly production rate about 72,000 sq. m. Price quotation c.i.f. Djibouti with insurance coverage up to Addis Ababa. Bruk Zerezgi (manufacturer), c/o Samson Mengesha, P.O. Box 222, Addis Ababa. WTD in preparation.

● **IRAN**—Eight machines for meal production, including one potato cutting machine, one meat machine, and one vegetable cutting machine. All 200 kilos per hour capacity. Bid deadline Jan. 8. Iranian Tobacco Monopoly, Tehran.★ (Telephone: 202-967-5585).

● **YUGOSLAVIA**—Plastics working machinery: plastification on paper, cardboard or textile base; production of PVC granules; turbo-mixer for PVC mass, automatic, of 400 kg/hr capacity; extruders for calibrated polyethylene tubes up to 150 mm. Quote in six copies. Bid deadline Jan. 21. Literature required as well as lists of spare parts for all machinery. Feroelektro, Export-Import (importer), 211-/1-179, Marsala Tita 48, Sarajevo. WTD 3/67.

356 Special industry machinery

● **CEYLON**—Pressure yarn dyeing machinery, including one automatic pressure yarn dyeing machine, two cone winding machines and 2,000 perforated cones. Tender No. COM/TEN/58, bid deadline Jan. 1. Chairman, Tender Board, Department of Rural Development and Small Industries, Colombo 7.★ (Telephone: 202-967-5585).

INDONESIA—Irrigation pumping units of various capacities, driven by diesel engines; air compressor units, driven by electric motor and gasoline engines. N.V.P.D. "Perintis" (importer, exporter), Djl. Gedung Pandjang 37A, P.O. Box 1361/Dak., Djakarta-Kota. WTD in preparation.

PORTUGAL—Fire fighting apparatus of all kinds, firehose. Direct purchase and agency. Sociedades Reunidas Reis SARL (importer, wholesaler, distributor), Rossio 102-1, Apartado 2030, Lisbon. WTD 4/68.

357 Office, computing, accounting machines

● **YUGOSLAVIA**—Electronic data processing equipment; to process accounting, operative, statistical data for complete banking activity. Further conditions contained in elaborate available from bank. Written offers in two copies to below address within 90 days from publication in Official Gazette (#44 Oct. 23, 1968). Further requirements: configuration of equipment, itemized prices, total price, delivery deadline, conditions for education of operators. Privredna banka (Economic Bank of Belgrade), Knez Mihailova 4, Belgrade.

● Complete data processing system, with core memory 16 K and possibility of expansion, with auxiliary units, with possibility to match with existing system ZUSE-23 V. Submit in duplicate, sealed envelope, deadline Jan. 21, 1969. Specifications available from below address. Elektonski racunski centar (scientific institution), Trg Republike 1, Zagreb.

358 Service industry machines

BRAZIL—Air conditioners for passenger cars. Direct purchase and agency. Amendoeira Importacao e Comercio S.A. (retailer, agent), Rua General Polidoro, 316 Caixa Postal 2792, Rio de Janeiro ZC 02 GB. WTD 10/68.

● **SUDAN**—Fifty-five air conditioning units, 16,000 BTU capacity. Tender No. 238, bid deadline Dec. 18. Controller of Stores and Workshops, Posts and Telegraphs Department, Light Industrial Area, Khartoum South, Sudan.★ (Telephone: 202-967-5585).

SWITZERLAND—Cleaning machinery, equipment for industrial use. Direct purchase and agency. Burstenfabrik Ebnat-Kappel AG (manufacturer, distributor), 9642 Ebnat-Kappel. WTD 10/68.

359 Machinery

AUSTRALIA—Machinery for instrumentation, pipeline equipment. Approx. 10,000 ft. of bronze, stainless steel tubing used per annum. Sizes range from ¼" to 12" bore of metallic braided and inbraided coiling. Technical data, f.o.b. prices, quantity discounts if applicable, estimates of time required to expedite firm order requested. Bell's Asbestos and Engineering Pty. Ltd. (manufacturer, importer, distributor), 52 Foveaux St., Sydney, N.S.W. 2000. WTD 2/68.

361 Electric transmission, distribution equipment

● **ECUADOR**—Supply and install approx. 70 kilometers 34.5 Kv transmission line "Manabi Project" and approx. 14 kilometers transmission line in the Rocafuerte, Santa Ana and Sucre areas. Tender No. 17, bid deadline Dec. 11. Specifications may be obtained for approximately $50.00 from the Secretaria General, INECEL, Avenida 10 de Agosto 817, Quito, Ecuador.

One copy of specifications is available for reference only, not for loan from the Power and Electrical Equipment Division, BDSA, Room 4124, Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-4241).

● **KOREA**—Supply of replacement parts for the instrument landing system at Kimpo International Airport including various types of meters; relays; fuses; motors; capacitors; couplings; brushes; tube sockets; tank circuits; and transformers.

Tender No. SLC-8186-N-Part II, bid deadline Dec. 12. Requested by Office of Supply, Government of the Republic of Korea, Seoul. Specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2939).

363 Household appliances

SWITZERLAND—Household cleaners, cleaning equipment. Direct purchase and agency. Burstenfabrik Ebnat-Kappel AG (manufacturer, distributor), 9642 Ebnat-Kappel. WTD 10/68.

366 Communication equipment

AUSTRALIA—Automotive and road safety equipment. Williams Marketing Corp. Pty. Ltd. (manufacturer, retailer, agent, distributor, exporter, importer), 241 Pitt St., Sydney, N.S.W. 2000. WTD 7/68.

BRAZIL—Avionics; navigational, communication equipment. Servicos Aereos Cruzeiro do Sul S.A. (importer), Av. Rio Branco, 128 8° andar, Caixa Postal 190, Rio de Janeiro ZC-21 GB. WTD 10/68.

● **IRELAND**—Supply, installation and testing of terminal transmission equipment. Tender No. C/513/1/8, bid deadline Jan. 8. The Engineer-in-Chief, Contracts Section, Department of Posts and Telegraphs, Hawkin's House, Dublin 2.★ (Telephone: 202-967-4822).

● **MALI**—Supply of telephone lines and central switching equipment required by the National Railroad of Mali. Tender documents may be obtained from Monsieur le Directeur General de la Regie du Chemin de Fer de Mali, Boite Postale No. 260, Bamako, for approx. $102.

Interested firms must submit their bids in French to Monsieur le Directeur General de la SOFRECOM, 8 Rue de Berri, Paris, France, no later than Jan. 22.★ (Telephone: 202-967-4822).

367 Electronic components, accessories

GERMANY—Hi-fi stereo equipment. Requests price quotations c.i.f. European ports. Direct purchase and agency. Gebr. Weyersberg (manufacturer, wholesaler, exporter), 565 Solingen-Ohligs, Postfach 920. WTD 10/68.

369 Electrical machinery, equipment, supplies

UGANDA—Primary batteries; dry and wet. Five Star Service Station (Uganda) Ltd. (importer), P.O. Box 3998, Kampala. WTD 11/68.

371 Motor vehicles, motor vehicle equipment

AUSTRALIA—Automotive safety equipment. Williams Marketing Corp. Pty. Ltd. (manufacturer, retailer, agent, distributor, exporter, importer), 241 Pitt St., Sydney, N.S.W. 2000. WTD 7/68.

INDONESIA—Vehicles: truck, jeep 4-wheel drive in c.k.d. (completely knocked down) condition. N.V.P.D. "Perintis" (importer, exporter), Djl. Gedung Pandjang 37A, P.O. Box 1361/Dak., Djakarta-Kota. WTD in preparation.

PORTUGAL—Fire department vehicles. Direct purchase and agency. Sociedades Reunidas Reis SARL (importer, wholesaler, distributor), Rossio 102-1, Apartado 2030, Lisbon. WTD 4/68.

SPAIN—All classes of military vehicles; parts therefor. Comercial Hema, S.L. (importer, distributor), Paseo de los Pontones, 3, Madrid (5). WTD 10/68.

UGANDA—Automobile accessories. Five Star Service Station (Uganda) Ltd. (importer), P.O. Box 3998, Kampala. WTD 11/68.

374 Railroad equipment

● **SUDAN**—Supply of thirty 17 ton Axle Load Furnace Tank Cars. Tender #4008. Bid deadline Dec. 28.

Specifications and relevant drawings can be obtained from the Office of Storekeeper, Catering Stores, P.O. Box 307, Khartoum for LS 30.00 ($86.10).

● **SUDAN**—Supply of 24 wagons and rail accessories for the Sudan Gezira Board. Tender Number 10.A.139. Bid deadline Dec. 26.

Specifications and drawings available only for review in Room 4021, Transportation Products Division, BDSA 631, Department of Commerce, Washington, D.C. 20230.★

381 Engineering, laboratory, scientific, research instruments

● **KOREA**—Supply of spectroreflectometer; magnetic ink printing tester; vertical process camera; multipurpose glossmeter; controlled potential electro-analyzer; balance; furnace; oven; demineralizer; PH meter; filtrator; air pump; hot plate; colorimeter; spectrophotometer. Tender No. SLC-8176-P, bid deadline Dec. 12. Requested by Office of Supply, Government of the Republic of Korea, Seoul. Specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2939).

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

SOUTH AFRICA—School requisites: all types of laboratory scientific equipment; blackboard compasses (adjustable for any size pencil); mathematical dividers; protractors; tee squares; set squares; all other mathematical instruments. Direct purchase and agency. Rowland Chute & Co. (Pty.) Ltd. (importing distributor, agent), 1 Liskeard St., Mowbray, Cape Province. WTD 3/67.

382 Instruments for Measuring, controlling, indicating physical characteristics

● **KOREA**—Supply of ductility machine; centrifuge; automatic balances; automatic direct shear apparatus; viscosity meter tubes; dial indicator system; liquid limit device; copy machine; electric calculator and sonometer. Tender No. SLC-8185-P, bid deadline Dec. 24.

● Supply of gas chromatograph; copper corrosion tester; press; conductivity meters; platinizing kit and calibrating supplies; gas meter; air pump; AC test set; data recorder; wattmeters, voltmeters, ammeters, and factormeters. Tender No. SLC-8184-P, bid deadline Dec. 11. Requested by Office of Supply, Government of the Republic of Korea, Seoul.

Specifications on above tenders available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2939).

SWITZERLAND—Measuring, controlling, industrial process instruments. Direct purchase and agency. Degen & Cie AG (manufacturer, distributor), Attn: Mr. R. Steiner, 4435 Niederdorf. WTD in preparation.

384 Surgical, medical, dental instruments

● **CONGO (Kinshasa)**—Supply of 6,000 hypodermic syringes, detachable, steel plunger, glass cylinder, 2 ml. syringe; 5,000 syringes, 5 ml., same as above; 4,000 syringes, 10 ml., same as above. Bid deadline Dec. 14. Tender documents in French. Correspondence preferred in French. Requested by DCMP, Ministry of Health, P.O. Box 1497 Kinshasa 1, Congo.

Specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2939).

PORTUGAL—Masks; firefighting protective clothing. Direct purchase and agency. Sociedades Reunidas Reis SARL (importer, wholesaler, distributor), Rossio 102-1, Apartado 2030, Lisbon. WTD 4/68.

SOUTH AFRICA—Newly developed surgical, medical instruments, apparatus. Direct purchase and agency. Frederick C. Marcus & Co. (Pty.) Ltd. (importing distributor), P.O. Box 3039, Cape Town, Cape Province. WTD 4/68.

386 Photographic equipment

FINLAND—Strobe lights for special effects installation in dance halls, night clubs. Direct purchase and agency. Oy Siivouskone Ab (importer, distributor), Annankatu 16 B, Helsinki 12. WTD in preparation.

394 Toys, amusement, sporting goods

BRAZIL—Sporting goods of all types. Fedato Sports Ltda. (retailer, distributor), Rua Ebano Pereira 28, 2° andar, Caixa Postal 142, Curitiba, State of Parana. WTD 6/68.

GERMANY—Fishing tackle and equipment, all types of fishing rods, fishing reels, fish hooks; casting plugs, spinners, spoons; flies, lures, similar artificial baits. Direct purchase and agency. Oskar Burkart (wholesaler, retailer, sales agent), 7521 Forst bei Bruchsal. WTD 11/68.

SWITZERLAND—All kinds of craft, hobby sets in any material; novelties. Direct purchase and agency. Michel Tarantola (agent), Rue Montchoisi 4, 1400 Yverdon. WTD in preparation.

395 Pens, pencils, office, artists materials

MALAWI—School, office, home writing and typing materials. Price lists in £ sterling requested. Write: S. N. Barot & Co. (wholesaler, retailer), P.O. Box 3, Mzimba. WTD 10/68.

396 Costume jewelry, novelties, buttons, notions

GERMANY—Artificial flowers, foliage, dried and prepared grass, pine cones. Requests price quotations c.i.f. Rotterdam. Requests replies in German. J. Boetzel Nachf., Inh. E. Lorenz (importer, wholesaler), 4 Duesseldorf 1, Schliessfach 1807. WTD 10/68.

HONG KONG—Feathers. Tong Sun Hong (importer, exporter), P.O. Box 14170. Cable: "FRUITSAGENT." WTD in preparation.

399 Manufacturing industries

MALAWI—Linoleum floor coverings. Catalogs, prices in £ sterling requested. S. N. Barot & Co. (wholesaler, retailer), P.O. Box 3, Mzimba. WTD 10/68.

PORTUGAL—Fire extinguishers, portable; fire extinguisher charges. Direct purchase and agency. Sociedades Reunidas Reis SARL (importer, wholesaler, distributor), Rossio 102-1. Apartado 2030, Lisbon. WTD 4/68.

SOUTH AFRICA—All types of quality novelties, Christmas "give-aways", other personalized advertising media for sale to large commercial concerns. Intertrado (Pty.) Ltd. (importing distributor), P.O. Box 480, Cape Town. Cape Province. WTD 2/68.

Artists' brushes, hair pencils, lead pencils, pens, rulers, erasers for schools. Direct purchase and agency. Rowland Chute & Co. (Pty.) Ltd. (importing distributor, agent), 1 Liskeard St., Mowbray, Cape Province. WTD 3/67.

SWITZERLAND—Brushes, all kinds, in particular cosmetics brushes. Direct purchase and agency. Burstenfabrik Ebnat-Kappel AG (manufacturer, distributor), 9642 Ebnat-Kappel. WTD 10/68.

593 Second hand stores

MALAWI—Second hand men's clothing: jackets, suits, topcoats. S. N. Barot & Co. (wholesaler, retailer), P.O. Box 3, Mzimba. WTD 10/68.

Prequalification invited by Brazil for construction of subway project

The Executive Commission of the Rio de Janeiro Subway (CEPE-2) is inviting prequalification bids from Brazilian construction contractors individually or in association with other Brazilian or foreign firms, for the construction of the first 4,000 meters of the Rio de Janeiro Subway system.

Method to be adopted is the "cut and cover" and includes all work required for a subway, such as depots and access galleries.

Only those firms, or association of firms, considered qualified in accordance with the requirements outlined in this tender will be invited to bid for the actual construction. When bidding for the construction, bidders will be required to offer financing; the offer of financing in the pre-qualification tender will be considered binding.

Deadline for the submission of pre-qualification documents is 6 p.m., Dec. 16 at the Commission's offices located at Rua Marques de Pombal 125-11th floor, Rio de Janeiro, GB.

Firms or associations of firms interested in submitting pre-qualification documents must execute a performance bond in the amount of NCr$300,000.00 (3.20 NCr = $1); this bond will be returned to unqualified bidders immediately after the results of this tender are known; qualified bidders will forfeit the bond if they should fail to submit bids for the construction or fail to obtain any financing promised in the pre-qualification bid.

Tunisia to construct thermal power station

The Government of Tunisia invites bids on the construction of a thermal power station comprising the following items of work: plant (engine room, boiler room, and transformer area); water works (pumping station and supply pipe); chimney; fuel reservoirs; industrial and administration building; secondary works (watchman's room, compressor area, garage and oil reservoirs); surrounding works (fences, roads, sewers, other phases relating to the project).

Contractors must subscribe to the Tunisian family allowance fund (Caisse de Compensation des Allocations Familiales).

Bid deadline is Jan. 31.

Tender documents may be obtained from: Monsieur le President Directeur General, de la Societe Tunisienne de l'Electricite et du Gaz, 38, Rue Kemal Ataturk, Tunis. Correspondence is preferred in French.

Cameroons to purchase rubber processing machine

The Crown Agents for Overseas Governments and Administrations, "CS" Dept., 4 Millbank, London, S.W.1, has invited tenders for rubber processing machinery, Tender No. Z2/CAMDC(IDA)8/46722. The machinery is required by the Cameroons.

Each piece of equipment, including cutters, dryers, presses and conveyors, should have a capacity of 10 tons of dry rubber per day. Tender invitations issued in November are due for return by Jan. 9.

A copy of the specifications is available on a short term loan basis to firms domiciled in the United States from the GIE Division, BDSA-647, Department of Commerce, Washington, D.C., 20230.★ (Telephone: 202-967-5585). Tender documents are also available from the Crown Agents at the above address.

Ethiopia road project needs construction bids

The Government of Ethiopia announces that bids will be received until Jan. 8 on five road projects.

The cost of the program is estimated at over $30 million, to be financed by the International Bank for Reconstruction and Development, the International Development Association, Swedish International Development Association and local sources.

In order to participate, contractors must submit their prequalification documents by Dec. 8. Copies of the prequalification forms may be obtained from the Imperial Highway Authority, Office of the General Manager, P.O. Box 1770, Addis Ababa, Ethiopia.

Copies of a notice describing each of the five projects are available from the Construction and Building Materials Division, BDSA-645, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-3602).

Sales Representation

The firms listed below are interested in representing U.S. firms in the areas indicated. Exclusive distributorship for these commodities is wanted only if specified.

233 Women's, misses', juniors' outerwear

IRELAND—Women's blouses, dresses. O'Rourke & Cunniffe Ltd. (manufacturer), 30 East Essex St., Dublin 2. WTD 10/68.

249 Wood products

SOUTH AFRICA—Ashwood oars in lengths of 5, 6, 8, 9, 10, 12 feet. Franchise for whole of South Africa. Arcona (Pty.) Ltd. (manufacturers' agent), P.O. Box 2696, Cape Town, Cape Province. WTD 1/67.

262 Paper mills, products

ECUADOR—All types of paper except building paper. J. M. Quintero (indent agent), P.O. Box 4840, Guayaquil. WTD 11/68.

266 Building paper, building board mills

NETHERLANDS—Insulating building papers, especially thermic. Agency also interested in licensing arrangements for E.E.C. countries. W. P. Baars & Zn. N. V. (manufacturer, distributor, importer, exporter), 33 Pannerdenstraat, Waalhaven Pier II, Rotterdam. Attn: Mr. L. Baars, mgr. WTD 10/68.

281 Industrial chemicals

BRAZIL—Phosphoric acid; sorbitol; sodium benzoate. Irmaos Simon Importacao e Exportacao S.A. (agent), Rua Teofilo Otoni, 123-A 2° andar Caixa Postal 2992, Rio de Janeiro ZC-00 GB. WTD 9/68.

PAKISTAN—Industrial chemicals including organic, inorganic chemicals; alkalies, chlorine. Kay & Co. (indent, sales agent), Habib Mansion, 3rd Floor, 365 Kurbaniganj, P.O. Box 420, Chittagong. WTD 10/68.

282 Synthetic materials

PAKISTAN—Vinyl resins of polyvinyl chloride, copolymers; plastic films, sheets, rods, tubes. Kav & Co. (indent, sales agent), Habib Mansion, 3rd Floor, 365 Kurbaniganj, P.O. Box 420, Chittagong. WTD 10/68.

289 Chemical products

ECUADOR—Printing ink. J. M. Quintero (indent agent), P.O. Box 4840, Guayaquil. WTD 11/68.

NETHERLANDS—Granular insulation materials; other thermic insulation materials. Agency also interested in licensing arrangements for market area of EEC countries. W. P. Baars & Zn. N.V. (manufacturer, distributor, importer, exporter), 33 Pannerdenstraat, Waalhaven Pier II, Rotterdam. Attn: Mr. L. Baars, mgr. WTD 10/68.

307 Plastics products

NETHERLANDS—Granular insulation materials; other thermic insulation materials. Agency also interested in licensing arrangements for EEC countries. W. P. Baars & Zn. N.V. (manufacturer, distributor, importer, exporter), 33 Pannerdenstraat, Waalhaven Pier II, Rotterdam. Attn: Mr. L. Baars, mgr. WTD 10/68.

322 Glass, glassware

ECUADOR—Table, kitchen, art, novelty glassware. J. M. Quintero (indent agent), P.O. Box 4840, Guayaquil. WTD 11/68.

329 Abrasive, asbestos, nonmetallic mineral products

NETHERLANDS—Fiberglass building insulation materials; blowing and pouring mineral wool insulation materials. Agency also interested in licensing arrangements for EEC countries. W. P. Baars & Zn. N.V. (manufacturer, distributor, importer, exporter), 33 Pannerdenstraat, Waalhaven Pier II, Rotterdam. Attn: Mr. L. Baars, mgr. WTD 10/68.

331 Steel mill products

NETHERLANDS—Cold rolled steel coils, especially mild, carbon and spring steels; bright drawn steel bars, especially mild steel, carbon steel from 10-65%; steel wire, especially mild, galvanized and spring steels; stainless steel AISI 304 & 430 in bars, sheets, strips various finished. Teneg Industrie Producten (agent), 3 Burg. Wijnenstraat, or P.O. Box 120, Waalwijk. WTD 1/68.

PAKISTAN—Steel wire for staples and pins;

Valuable series

Which overseas markets have been good customers for products like yours, so that you can select those that show best future potential?

An excellent place to start your investigation is the U.S. statistics on exports—the Census Bureau's FT-410 series, which shows exports, by commodity, to country of destination.

From these monthly reports, you can learn which of some 169 countries have bought any of more than 3,000 U.S. products. By checking U.S. exports of your products for three or four years, you can determine which countries have been the largest and most consistent markets. In some instances, the FT-410 statistics will also give you an indication of the average price for your product in a given market.

"Introductory Guide to Exporting," published April 1968 by U.S. Department of Commerce

galvanized iron plates, sheets, strips. Overseas Agencies (importer, manufacturer, wholesaler, agent), 46/48 Chowk Circular Road, 1st Floor, Dacca-11. WTD 11/68.

333 Primary, smelting, refining of nonferrous metals

PAKISTAN—Aluminum and copper ingots. Overseas Agencies (importer, manufacturer, wholesaler, agent), 46/48 Chowk Circular Road, 1st Floor, Dacca-11. WTD 11/68.

349 Fabricated metal products

GERMANY—Pneumatic pressure valves, pneumatic flow control, proportioning valves. Metallwerk Karl Leibfried GmbH (manufacturer, exporter), 7033 Herrenberg, Schwarzwaldstrasse 63. WTD 1/68.

TAIWAN—Gate, globe and check valves of cast steel, forged steel; cast steel ball valves; corrosion resistance gate valves for petroleum industry. Formosa Chemical Supply Co., Ltd. (importer, exporter), 31 Section 1, Chungking South Road, Taipei. WTD 11/67.

351 Engines, turbines

PAKISTAN—Gasoline, diesel engines; steam, gas, hydraulic turbines; outboard motors. Beas Enterprisers (sales, indent agent), 68/1-E Purana Paltan, Dacca-2. WTD 8/68.

353 Construction, mining, materials handling machinery, equipment

TAIWAN—Fork lift trucks. Formosa Chemical Supply Co., Ltd. (importer, exporter), 31 Section 1, Chungking South Rd., Taipei. WTD 11/67.

Little things make the difference

"Quite often the difference in being successful and not being successful in a foreign market is that the successful firm is aware of and paying attention to the little things.

"These can be:

"Handling all overseas correspondence as quickly as possible:

"The ability to be understood in writing;

"Making certain that the sales literature and technical bulletins are in the language of the country;

"And tailoring the product to the customer's needs.

"To be successful in international trade takes more than a product and a desire to sell it. Often it is these little things that can make the big difference in overseas marketing."

—V. J. Borland, Export Manager, Quaker State Oil Refining Corp.

355 Special industry machinery

NETHERLANDS—All kinds of equipment, machinery for brewing, soft drink, refrigeration, chemical, petrochemical industries. License manufacture and/or exclusive representation for European continent. Rosario N.V. (manufacturer, distributor, importer, exporter), 88 Hoge Ham, Dongen. Attn. Mr. C. E. Philippi, gen. mgr. WTD 11/68.

PAKISTAN—Petroleum refinery machinery, equipment including parts. Amirali R. Ladiwala (importer, wholesaler, retailer), Abedin House, 106 Kakrail, G.P.O. Box 840, Dacca. WTD 10/68.

357 Office, computing, accounting machines

ECUADOR—Postage meters. J. M. Quintero (indent agent), P.O. Box 4840, Guayaquil. WTD 11/68.

361 Electric transmission, distribution equipment

PAKISTAN—General purpose transformers; mercury, sodium vapor lamp transformers; switchgear, switchboard apparatus. Beas Enterprisers (sales, indent agents), 68/1-E Purana Paltan, Dacca-2. WTD 8/68.

362 Electrical industrial apparatus

GERMANY—Electronic or motor driven thyristor controls; timing relays. ART, Antriebs- und Regeltechnik GmbH (manufacturer, exporter, importer), 6832 Hockenheim-Talhaus. WTD 12/67.

PAKISTAN—Fractional horsepower motors, motor-generator sets, other rotating equipment. Beas Enterprisers (sales, indent agent), 68/1-E Purana Paltan, Dacca-2. WTD 8/68.

365 Radio, television receiving sets

GERMANY—Language laboratories for public schools; programmed, preferably computer-controlled, lessons for school instruction purposes. Herbert Seidler (importer, wholesaler, sales agent), Grosse Bleichen 31, Hamburg 36. WTD 10/68.

381 Engineering, laboratory, scientific, research instruments

IRAN—Laboratory equipment. Exclusive agency. Elm Afza Co. Ltd. (importer), P.O. Box 660, Tehran. WTD 1/68.

382 Instruments for measuring, controlling, indicating physical characteristics

PAKISTAN—Gasoline dispensing meters, flow meters. Amirali R. Ladiwala (importer, wholesaler, retailer), Abedin House, 106 Kakrail, G.P.O. Box 840, Dacca. WTD 10/68.

TAIWAN—Gas measuring instruments, pressure gauges, flow meters, thermometers. Formosa Chemical Supply Co., Ltd. (importer, exporter), 31 Section 1, Chungking South Road, Taipei. WTD 11/67.

395 Pens, pencils, office, artists' materials

ECUADOR—Chalk, except artists', tailors'. J. M. Quintero (indent agent), P.O. Box 4840, Guayaquil. WTD 11/68.

Leads for Importers

Commodities are offered direct unless specified

203 Canning, preserving foods

PAKISTAN—Dried apricots, black raisins, mushrooms. Amin Trading Corp. (exporter), 14 Nadir House, McLeod Road, Karachi. WTD 6/68.

206 Sugar

PAKISTAN—Five thousand tons of molasses made from cane sugar; facilities for pumping out molasses to carrier tankers in Chittagong port available.

Export Promotion Bureau (government agency), 'Al-Chamber', 122 Motijheel Commercial Area, Dacca-2.

225 Knitting mills, products

PAKISTAN—Stretch nylon men's long and short hose, 70 double count in six solid colors,

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

shipped in 100 dozen pairs. Amin Trading Corp. (exporter), 14 Nadir House, McLeod Road, Karachi. WTD 6/68.

239 Fabricated textile products

PAKISTAN—Cotton mesh bags for fruit and vegetable packaging, 19½" x 31½" size; colors in yellow, maroon and green; 10 double count in warp and 4 single count in weft; 7 vertical and horizontal threads per inch; packed in jute bales of 1,500 pieces; shipping from Karachi eight weeks after L.C. Amin Trading Corp. (exporter), 14 Nadir House, McLeod Road, Karachi. WTD 6/68.

383 Optical instruments, lenses

YUGOSLAVIA—Wishes to establish cooperative relations, on basis of reciprocity eventually, with U.S. manufacturers of projection optics, micro- and teleoptics, optical measuring instruments, industrial and traffic safety and signalling devices and precise mechanics. Its partners are offered a high production quality of optical components, lenses, prisms, condensors and mirrors; as well as complete illuminating systems and projection objectives from its standard program or upon receipt of order. Factory delivers slide projectors, measuring magnifiers, shooting and hunting telescopes, microfilm readers, textile reflectors, mercury switches, and glassblown products for laboratory equipment made from original glass tubes of first hydrolitic group and quartz glass.

Firms desiring additional information should write: Vega—Apparatus and Instruments Factory (manufacturer), Conjuncture Department, Ljubljana, Kotnikova 18. WTD 6/68.

Brazilian firm issues bids for furnishing, delivery of electrical equipment

Sealed bids will be received by the Companhia Auxiliar de Empresas Eletricas Brasileiras (CAEEB) at the office of its Coordenador de Compras, Avenida General Justo, 171, sobreloja, ZC-39, Rio de Janeiro, GB, Brazil until 14:00 hours (local time) on Jan. 7 for the furnishing and delivery of lightning arresters, fuse cutouts and power fuses (Bid No. 38), as described in CAEEB Specifications Nos. BX-A-11574-R, BX-A-11586-R, BX-A-11576-R, BX-A-11580-R and BX-A-11574-R, required for the expansion of the subtransmission and distribution systems of four electric utility companies represented by CAEEB.

Bids must be submitted strictly in accordance with the instructions and specifications prepared by CAEEB, and in the forms furnished by the same. These instructions, specifications and forms, which comprise the bidding documents, will be available in both Portuguese and English and may be obtained only at the above address not later than 30 days after the publication of the invitation for bids, upon request to the Coordenador de Compras, accompanied by a non-refundable payment of 90 new cruzeiros (3.20 Ncr = $1) per set of documents in the two languages.

A bid guarantee of no less than 5% of the value of the proposed material up to a limit of 185,000 new cruzeiros or the equivalent in foreign currency shall accompany each bid.

Bidders on 334-mile Bolivian pipeline to prequalify by Dec. 17

Bids are invited for the construction of a 334-mile pipeline for gas between Santa Cruz and Yacuiba, Bolivia.

Firms interested in prequalifying for the project must file the information required by the specifications by Dec. 17 and invitations to bid will be issued to qualified firms on or about Jan. 2.

The project is being handled by a consortium formed by the Gulf Oil Co. (Bolivian Gulf Oil Co.) and the Bolivian State-owned petroleum and gas enterprise, Yacimientos Petroliferos Fiscales Bolivianos (YBFB).

Copies of the specifications for registration are available (in Spanish) from the Construction and Building Materials Division, BDSA-645, Room 4813, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-3602). A map of the area is available for office review.

Cameroons announces deadline for fertilizer raw materials

The Cameroons Development Corporation is seeking bids for muriate of potash, 60/62 (K_2O), 2,400 metric tons; ammonium sulphate, 1,600 tons; and ground rock phosphate, 25% P_2O_5, 150 tons.

Tender #G6Z/CAM DC (ID) 8/48167. Bid deadline Jan. 15.

Tender documents available from the Crown Agents for Overseas Governments and Administration, "CS" Department, 4 Millbank, London, S.W.1, England, quoting tender number.

Visiting Buyers and Officials

JAPAN—Ko Nada, Pres., Hiroshi Noda, Chief of Procurement Dept., Shigeru Iwai, Chief, Planning Dept., Hankyu Department Store, Inc., Osaka, **interested in visiting shopping centers and high quality department stores.** Nov. 30 via New York for 12 days. c/o Hankyu Inc., 10912 South La Cienega Blvd., Inglewood, Calif. 90304. Itinerary: 11/30-12/3 New York, 12/3-4 Washington, 12/4-5 Dallas, 12/5-8 Los Angeles, 12/8-10 San Francisco, 12/10-11 Honolulu. WTD 12/65.

KOREA—Duk-Kyun Shin, Pres., Dong Bang Oil & Flour Mills Co. Ltd., 57, 2 ka, Myung-dong, Chung-ku, Seoul, **interested in buying soybeans, soybean products equipment, soy-based milk equipment.** Nov. 28 via New York for 14 days. c/o Chang-gurl Choi, 308 W. 103 St., New York, N.Y. 10025. Itinerary: New York, Washington, 12/5-6; Chicago; Minneapolis; Cedar Falls, Iowa; San Francisco; Hawaii. WTD in preparation.

NEW ZEALAND—Ernest A. Lawry, General Manager Development, The Fletcher Merchants Ltd., Great South Road or Private Bag, Penrose, Auckland 6, **interested in methods of house prefabrication and application of modular type construction, multi-story timber structures, trailer and mobile homes.** Nov. 29 via Honolulu for 22 days. c/o Department of Commerce Los Angeles Field Office. Itinerary: Honolulu, 12/1-4 Los Angeles, 12/5-9 San Francisco, 12/10-12 Portland, 12/13 Seattle. WTD 11/68.

PAKISTAN—Ashfaq A. Kamal, partner, Dilkusha Tiger Hosiery Mills, Gurunagar, Hyderabad, West Pakistan, **interested in contacting importers of knitted and woven garments such as T shirts, briefs, mock and turtle neck shirts, pyjamas, handmade terry towels, cotton baby blankets, Sindhi printed cloth, woolen shawls.** Dec. 2 via New York for nine days. c/o Hadson Hotel, Broadway and 31st St., New York, N.Y. 10001. Itinerary: 12/2-10 New York; later Chicago, San Francisco. WTD 11/68.

Malaysia to construct rubber processing plants

The Chairman, Federal Land Development Authority, Jalan Maktab, Kuala Lumpur, West Malaysia, has issued two tenders for the design, supply, erection and commissioning of natural rubber processing plants at Sungei Nerek and Kemelah Land Development Schemes.

The plant at Sungei will be designed for a final production capacity of 50 tons/day of dry rubber; and the plant at Kemelah should have a final production capacity of 60 tons/day. The bid deadline is Feb. 1.

Tender documents may be obtained from the Federal Land Development Authority, above address on payment of M$500.00 (approx. $175) for each plant of which M$400.00 (approx. $133) will be refunded on receipt of bona fide tenders.

A copy of the specifications is available on a short term loan basis to firms domiciled in the United States from the General Industrial Equipment Division, BDSA-647, U.S. Department of Commerce, Washington, D.C., 20230.★ For further information (Telephone Area Code: 202-967-5585).

Reproduction equipment sought by Pakistan organization

The Federation of Pakistan Chambers of Commerce & Industry is seeking equipment for data collection, storage, collation and reproduction including microfilming and reproducing for duplication in short runs of up to 300 copies.

This equipment will be used to back up a large department of economic research including socioeconomic, demographic and market research.

Interested firms should communicate directly with: Khalid Waheed, President, Federation of Pakistan Chambers of Commerce & Industry, Bellasis Street, Karachi, Pakistan.

Future Construction

For maximum assistance to those interested in overseas construction projects, U.S. Foreign Service officers report them as soon as possible, often in early planning stages. Some may not reach completion as originally proposed. In such cases additional information is published as it is obtained.

LIBYA—The Libyan Government plans to carry out a two stage project for further extension of **Tripoli port facilities.** The first stage will include the construction of docks while the other will be for dredging. The estimated value of each stage is L1.4 million ($11 million). It is expected that the Libyan authorities will invite bidders to submit their tenders for the first stage during 1969. The proposed project will be financed by the Government of Libya from the next five year plan budget.

MOZAMBIQUE—A newly formed company, Textil Lourenco Marques, S. A. (TEXLOM) will build a **$10 million cotton textile complex near Lourenco Marques,** Mozambique. The complex will include spinning, weaving and printing of cotton cloth utilizing about 1,000 tons a year of local cotton. Machinery is expected to be of European origin.

SOUTH AFRICA—Dr. G. S. J. Kuschke, Managing Director of the Industrial Development Corp. of South Africa, has announced that a **50,000-ton aluminum smelter will be built at Richards Bay.** The smelter is expected to supply 90% of South Africa's aluminum requirements. The Swiss firm, Alusuisse, is the technical advisor.

New Books and Reports

***Japan Company Directory, 1968.* Published by The Oriental Economist, Tokyo. 292pp. $20.**

A classified listing of Japanese companies arranged by the principal products they produce.

Information given for each firm includes date established, head office address, telephone number, cable address, total liabilities, net worth, capital, major stockholders, number of stockholders, references, officers, business results, share price, capital change and principal business lines.

A brief who's who in Japanese business is included as well as an index to the companies listed.

Write: International Publications Service. 303 Park Ave., New York, N.Y. 10010.

***Merchant Fleets of the World: Seagoing Steam and Motor Ships of 1,000 Gross Tons and Over as of December 31, 1967.* Published by the Maritime Administration, Washington, D.C. 1968. 20pp. 20¢.**

This is a statistical report on fleet ownership detailed by country. For each country, information is given on size of fleet as of Dec. 31, 1966 and 1967; new construction of ships by country in which built; ships transferred in or out of the fleet; losses and scrappings.

Summary information is included on nations acquiring national maritime fleets since 1946.

Write: Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

***Directory of Industrial Establishments.* Published by the Federal Industrial Development Authority of Malaysia. Kuala Lumpur. 1968. $5.**

This directory of industrial establishments in West Malaysia, which covers about 80% of total manufacturing enterprises in terms of value added, contains the names and addresses of some 2,800 firms, their main products manufactured and employment ranges.

The information was compiled from the Annual Survey of Manufacturing Establishments conducted by the Department of Statistics, and is up-to-date as of Jan. 1967.

The directory is intended for importers and manufacturers, and other institutions enterested in information on West Malaysian establishments. The listing will be updated annually.

Write: Federal Industrial Development Authority, P.O. Box 618, Kuala Lumpur, Malaysia.

***The International Finance Corp.: Origin, Operations, and Evaluation.* By James C. Baker. Published by Frederick A. Praeger. New York. 1968. 294pp. $17.50.**

The International Finance Corp. is the only multilateral international institution that finances private enterprises in underdeveloped countries without government guarantee.

In this volume, an analyst outside the World Bank group views the origin, aims, operations and problems of this organization. James Baker evaluates the Corporation's operations during the ten years of its existence and provides commentary about its probable future commitments.

Write: Frederick A. Praeger, Publishers, 111 Fourth Ave., New York, N.Y. 10003.

***Industry in Africa.* By A. F. Ewing. Published by Oxford University Press. New York. 1968. 189pp. $4.25.**

The need for, and possibilities of, rapid industrialization in Africa are examined by the author. He describes the present pattern of industry and presents hypotheses for development up to 1980.

The book contains discussions of foreign trade, domestic savings, infrastructural problems and economic instruments for development. In order to bring about a structural economic change, the author proposes subregional cooperative programs.

Write: Oxford University Press, 200 Madison Ave., New York, N.Y. 10016.

***National Income and Expenditure 1968.* Published by Her Majesty's Stationery Office. London. 1968. 110pp. $1.70.**

This updates last year's edition of this publication, which is prepared by the Central Statistical Office in collaboration with other government departments and the Bank of England. It contains estimates of the national product, income and expenditure of the United Kingdom for each of the calendar years 1957 to 1967. In addition, some of the tables include data from 1946 to 1956.

Summary tables give the more important statistics of national product, income and expenditure, showing the principal categories normally used in national accounting. Other tables present the composition of these aggregates in more detail or in alternative forms.

The detailed tables cover the following categories: expenditures and output at constant prices; industrial input and output; the personal sector; companies; public corporations; central government, including national insurance funds; local authorities; combined public authorities; the public sector; capital formation; and financial accounts.

Write: Sales Section, British Information Services, 845 Third Ave., New York, N.Y. 10022.

***A World-Wide Look at Business/Government Relations.* By Karen K. Bivens & Helen S. Lambeth. Published by National Industrial Conference Board, Inc. New York. 1967. 58pp. $15.**

In this sixth International Survey of Business Opinion and Experience, business leaders of 58 countries offer their views and suggestions on the problem of bringing about improved understanding and cooperation between business and government.

Write: National Industrial Conference Board, Inc., 845 Third Ave., New York, N.Y. 10022.

***Relative Effectiveness of Advertisements of Foreign and Domestic Origin.* By Stephen Schleifer and S. Watson Dunn. The Journal of Marketing Research, Vol. V, Aug. 1968. Pp. 296-99. $1.**

The study tests in a controlled laboratory environment some basic factors that may influence the successful and unsuccessful transfer of advertising campaigns from one country to another.

Write: Journal of Marketing Research, 230 N. Michigan Ave., Chicago, Ill. 60601.

☆ U. S. GOVERNMENT PRINTING OFFICE 1968—341-957/21

Calendar *for international traders*

CHICAGO—Dec. 10—Automotive Exporters' Club of Chicago, Builders Bldg.

CHICAGO—Dec. 10-11—"The Export Game—Anyone Can Play," Furniture Club. Sponsor: Chicago Assn. of Commerce & Industry.

CHICAGO—Dec. 12—International Trade Club luncheon meeting, LaSalle Hotel, 2:15 p.m.

CHICAGO—Dec. 12—East-West Trade Seminar, LaSalle Hotel, 2:15 p.m. Sponsor: International Trade Club of Chicago.

CINCINNATI—Dec. 10—Assn. of Credit & Financial Management meeting, Cincinnati Club, 12 noon. Topic: Impact of Int'l Trade on Labor, Taxation & Inflation. Speaker: **Felix Turel, Commerce Field Office.**

CINCINNATI—Dec. 11—Sixth of 7 weekly lectures in Export Workshop Course, "Transportation, Insurance and Packaging," Rm. 233, University Center, U. of Cincinnati, 7-9:30 p.m. Sponsors: U. of Cincinnati, Commerce Field Office, REEC, World Trade Club of Cincinnati.

KANSAS CITY—Dec. 12—In-Office Workshop for Exporters, Federal Office Bldg., 2-4 p.m. Sponsors: Commerce Field Office, REEC.

LOUISVILLE—Dec. 10—Kentuckiana World Commerce Council monthly meeting, Holiday Inn-Central, 5:30 p.m.

MEMPHIS—Dec. 11—Export Forum on the Kennedy Round, Sheraton-Peabody Hotel. Speaker: **Allen Garland, Office of Commercial and Financial Policy, Commerce Dept.** Sponsors: Commerce Field Office, Mid-South Exporters' Roundtable.

MIAMI—Dec. 11—Far East Export Expansion Workshop, Sheraton Four Ambassadors Hotel, 9:30 a.m.-5 p.m. Sponsors: Commerce Field Office, S. Fla. REEC, Northwest Orient Airlines, Small Business Admin, Int'l Division of Fla. Development Corp.

NEW ORLEANS—Dec. 11—Committee of American Steamship Lines Trade Development Workshop, Royal Orleans Hotel, 9 a.m. Speaker: **Roy Gootenberg, Office of International Trade Promotion, Commerce Dept.** Sponsors: CASL, ten New Orleans trade organizations.

READING, Pa.—Dec. 11—Monthly meeting of the Reading Foreign Traders Assn., Abraham Lincoln Hotel, 6 p.m.

TUSCALOOSA, Ala.—Dec. 11—Int'l Business Forum sponsors' meeting, University Club, University of Alabama, 10 a.m.

WILLIAMSPORT, Pa.—Dec. 12—Monthly meeting of the Pennsylvania World Trade Assn., North Central Area, Holiday Inn, dinner at 6:30 p.m.

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